

American Builder

Jan.
1961



What Will Go into Your Next Houses?

1961 CONVENTION

Product Preview

New Ways to Sell a Changing Market

NuTone Announces for 1961

What... No
Hood-Fan?

HOOD-FAN IS FOLDED BACK WHEN NOT IN USE

* A GENTLE PRESS . . and NuTone's "Spring-Action" CLOSES THE HOOD



Closed..

HOOD IS OUT OF SIGHT and
MATCHES CABINETS or WALL

COLOR UNLIMITED! At last — a range hood with the exact color of walls or cabinets which surround it. And it's so simple . . . just slip in a panel of Wood, Metal or Formica, and you have it! Kitchen Planners call it "the most spectacular ventilation idea in the Hood Industry!"

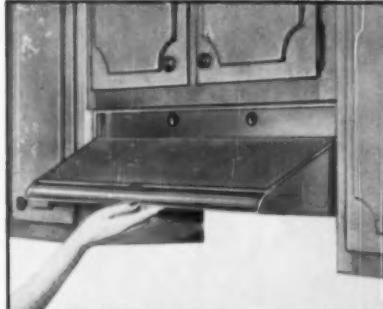
* The unusual features in this NuTone Hood-Fan are covered by pending U.S. and foreign applications and will be aggressively protected by our company.

... A Fold-Away* Hood-Fan!

Hood-Fan
Folds Open!

OPEN IT — AND IT'S A FULL SIZE, POWERFUL HOOD-FAN

* A GENTLE LIFT . . and NuTone's "Spring-Action" OPENS THE HOOD



Open . .

HOOD and FAN ARE READY
TO VENTILATE KITCHEN

NOW YOU SEE IT . . NOW YOU DON'T . . Just fold it out and it becomes a full size range hood-fan complete with a powerful twin blower exhaust fan and a recessed light. When the hood folds away — it's flush with wall cabinets!

NuTone's #6000 Series Hoods are available in 30", 36" and 42" sizes . . . with Clear or Copper Anodized trim . . plus choice of 11 color insert panels

— SEE NEXT PAGE →

THE WORLD'S MOST FLEXIBLE HOOD-FAN LINE

NuTone Select-a-Matic^{*} 3000 Series Hood-Fan



NOW! . . . THREE
INTERCHANGEABLE
POWER UNITS

* SELECT THE
POWER UNIT

+ SELECT THE
HOOD SIZE

+ SELECT THE
HOOD FINISH

See
Other
Side
←

Write for Special Hood-Fan Literature

NUTONE, Inc. Dept. HF-1, Cincinnati 27, Ohio

DIRECT TO BUILDER

LUXOR

CARPETING



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BOOTH 734

AT NEW LOW PRICES

FROM \$1.95 Sq. Yd.

Including built-in foam cushion

Luxor's recent expansion and new direct mill shipments from Georgia, the heart of the carpet industry, make possible the lowest prices available anywhere... terrific savings passed right on to you.

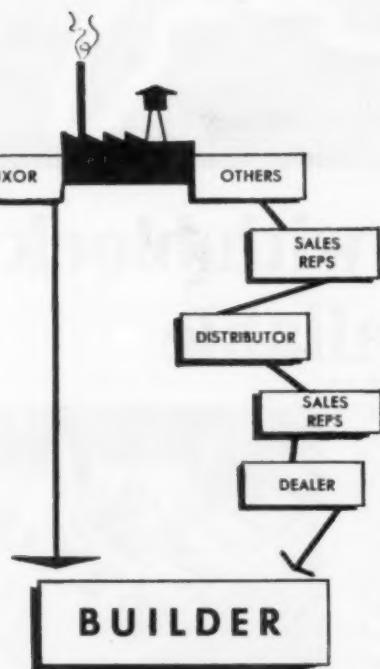
Now, every builder can offer today's most wanted feature... CARPETING... high quality, foam cushioned carpeting that catches the eye and the prospect.

For the first time, too, Luxor is available in 12 ft. and 15 ft. Broadloom... easy to order for one room or a hundred—simply send floor plan. Easy installation by your own crew saves additional time and labor. There's more. A new wide range of colors, fabrics and weaves offers a style and type for everyone... every budget.

It's too big a story for one page... fill in coupon and mail today for a complete-line sample file and price list.

LUXOR CARPET COMPANY

Main Office: 1507 Copley Road, Akron, Ohio
Mill: Cartersville, Ga.



Only Luxor ships direct to builder from the mill... no middlemen. This means savings all along the line... lower initial costs, faster delivery, greater selection.

**SEND TODAY FOR
PRICES AND SAMPLES**

Luxor Carpet Co., 1507 Copley Rd., Akron, Ohio.

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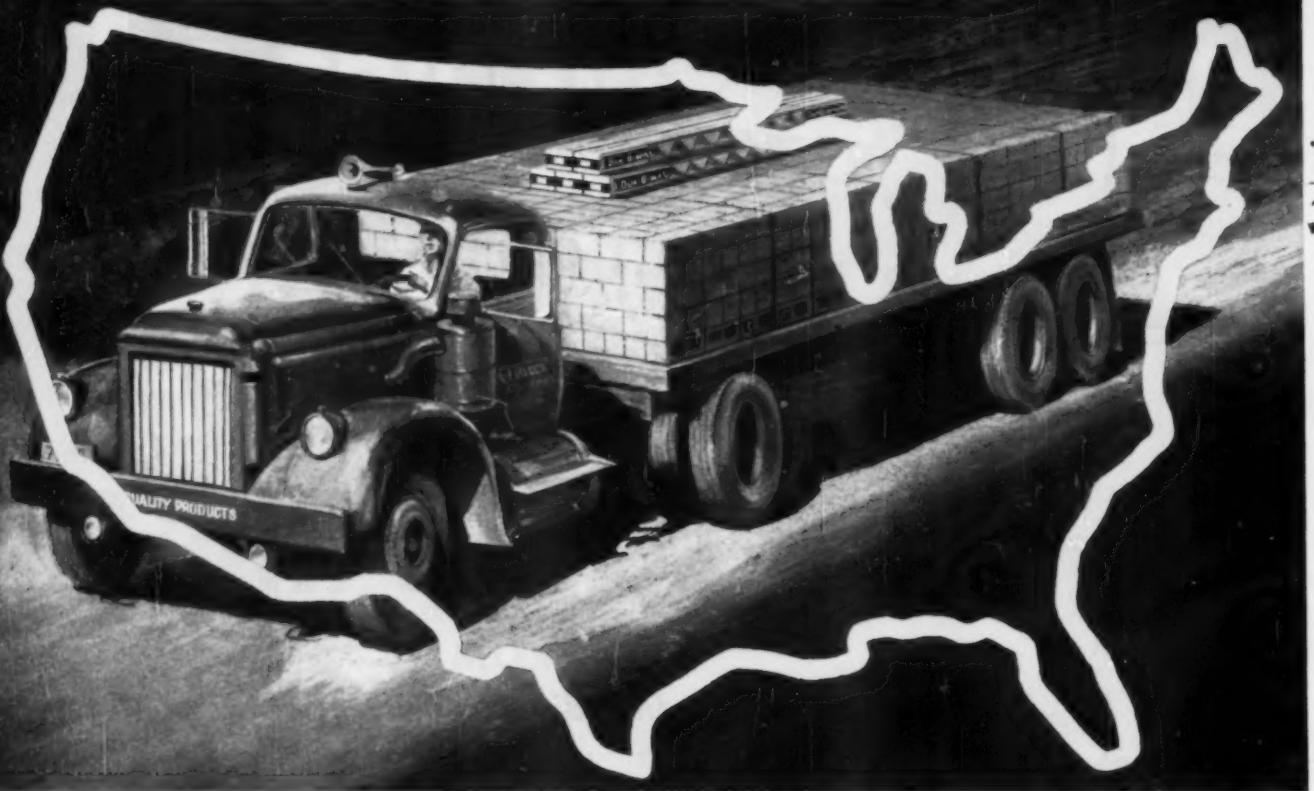
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COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

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Wherever you build with block Dur-o-wal is available

Fancy claims aside, this is the significant fact about Dur-o-wal: It is more widely wanted than any other type of masonry wall reinforcement.

Consequently, Dur-o-wal is more widely distributed—the only nationally distributed brand. Eight strategically located Dur-o-wal factories serve more than 8000 dealers who in turn serve every part of the United States. Wherever you build a ma-

sonry wall, you can get Dur-o-wal!

All this, of course, because Dur-o-wal—with its trussed design, butt-welded construction, scientifically deformed rods—obviously does the job. Standard Dur-o-wal used every second course adds 71 per cent flexural strength to a masonry wall. Get test facts from any of the Dur-o-wal locations below. See us in Sweet's Catalog.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joint

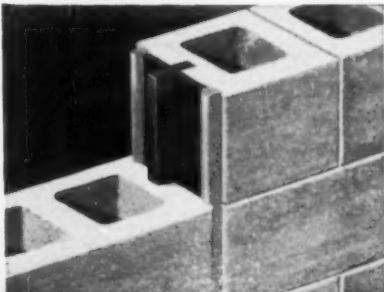
RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

DUR-O-WAL MANUFACTURING PLANTS

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- Dur-O-wal of Ill., 260 S. Highland Ave., AURORA, ILL.
- Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y.
- Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA.
- Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ.
- Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO.
- Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD.
- Dur-O-wal Inc., 1678 Norwood Ave., TOLEDO, OHIO
- Dur-O-wal Ltd., 352 Mac Nab St. North, Postal Station B, HAMILTON, ONTARIO, CANADA



Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.



OPPORTUNITY

How to profit by the record-breaking surge in new-product production

BOTH THE NUMBER and quality of new building products are at all-time highs as the 1961 building year gets under way. More than 400 products are previewed in this issue alone—and hundreds of others had to be left out for lack of space. NAHB's big Chicago Exposition will open January 29th with a 50% increase over last year. Many new firms are in the market, and older ones have been working overtime to restyle, improve and expand their lines.

This revolutionary surge can only mean *opportunity* for builders, because new products are the breath of life to home sales. It also means increased *competition*—in effect, a faster race to produce a better house for less money.

Recession forced a change

New ideas can't be ignored or safely resisted—as last year's recession proved. It forced both manufacturers and builders to step up their acceptance of new products, methods and materials. On job after job, AMERICAN BUILDER editors found that the "one firm" in an area that had moved ahead in sales was the one that was pushing a fresh approach, a new idea, a better product, or a better value. And builders who were doing things "the same old way" were not selling.

Break consumer resistance

We believe 1961 will be an equally tough, competitive year. It will be an uphill fight

for sales. We believe the new products and equipment our editors have been previewing should help break down consumer resistance. For example, look for:

- Products that give the house a unique or striking character or look, such as the new roofing and siding materials, and colors.
- Products that add to quality, strength and durability—"hidden values" such as insulation, vapor barriers, preservatives.
- Products that reduce cost, but not quality. These include larger parts, assemblies, or components that permit great savings in on-site labor.
- Products that cut maintenance and upkeep, such as a host of plastic wall and floor materials. Also many conventional materials with striking new finishes and textures.
- Products that increase comfort, convenience or better living. Air conditioning takes an important place here, with giant strides. And a dazzling array of new kitchen and bathroom built-ins must also be seen.

It's not too early to start making a selection now for early spring model homes. In other words, to start putting this record breaking production of products and ideas to work for you.

Joseph B. Mason, Editor

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*"just can't wait
to show you!"*

the
right
flair
steps out front

in new finishes *Oooooola!* So many new things I'm saving to show you at NAHB! New wood-grain finishes, so rich and warm and wonderful! And so decorator-smart—with matching moldings! Styled to flatter home designs, intrigue home buyers.

in new fashions Interior ensembles!
Now we take the Plywall flair to unexpected new places—doors and kitchen cabinets! The first time ever! Now you can appeal to the feminine influence with matching walls, moldings, doors and cabinets—even matching rooms! So smart. And so very, very salable.

in new ideas And more surprises! New ways to add flair to your homes. To add accent to the smart look. Imaginative! Exciting! And available only from Plywall.

At the NAHB show, see how you now can add more—and new—decorator styling to your homes, at less cost. Booth 911-912 is the place. Plywall is the name. Flair is the idea. See you there.



PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

A subsidiary of Evans Products Company, Plymouth, Michigan

Nobody covers American Building like **American Builder**

← PLANNING → ← BUYING → ← BUILDING → ← SELLING →

January 1961

Competition from Mobile Homes—One of the biggest changes in American housing is the rapid new growth of the Mobile Home builders. Here's a quick factual analysis of their market and plans 13

Builders Spell Out Their Product Needs—AMERICAN BUILDER polled a number of growth builders to determine their main new product needs. Here is a sampling of opinions. See if you agree with them 18

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Low-Pressure Sales Will Work—Here's a sharp analysis of how master merchandiser Levitt continues to set sales records despite general softness of the metropolitan Washington, D. C. market. It will work for any builder, big or small 92

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Blueprint House—This is the house that took AB's Hidden Values Award for 1960. Its builder, Richard Prows, offers some of the sharpest details the editors have seen 96

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Cover: Quality products moving into a Herzog-Getter Enterprises house at Rockaway Ridge, Dover, N.J. Photo by Ben Schnall.

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Which Skil belt sander is right for you?

Standard duty? Heavy duty? Dust-less? 2 1/4", 3", 4", 4 1/2"?

No matter what your job or budget requirements, one of these 7 Skil Belt Sanders will fit your needs.

Skil models clockwise from top:

2 1/4" heavy-duty (Model 505)—Fast, powerful, yet weighs only 10 1/2 lbs. for easy handling. *List \$90.00*

3" heavy-duty (Model 448)—A real powerhouse for extremely fast stock removal. Very cool running. *List \$130.00*

3" heavy-duty (Model 449)—Same

as Model 448, but with integral dust pick-up system. *List \$160.00*

4" two-speed, standard duty (Model 805)—Has high speed for fast stock removal; low speed for finishing work, removing paint. *List \$94.50*

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4 1/2" heavy-duty (Model 323)—Biggest capacity Skil sander, for maxi-

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Your Skil distributor is anxious to demonstrate, right now. Look under "Tools-Electric" in the Yellow Pages, or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106A.

SKIL ...and SKILSAW POWER TOOLS

WHAT'S NEW

and what to do about it

Housing outlook for '61: slow start, strong second half

Most experts in housing field still hold to earlier prediction that starts will run ahead of 1960. Authoritative Commerce Department estimates public and private starts at 1,350,000; up 4%. But AMERICAN BUILDER found in checking 863 builders who accounted for 15,737 single units in '60—that they were expecting to build 21,700 units this year. An increase of 38%.

Big demand for low-cost shell houses

Success of shell-house builders in South and soaring sales of below-\$10,000 houses in Texas points up major unsatisfied market. Texas builders are capitalizing on FHA's 2031 program in which the buyer is qualified as a subcontractor, does the painting in lieu of making a down-payment.

Obviously it's a big but still-growing market with plenty of opportunity for builders ready to adapt new cost-saving techniques. Re-evaluate your own operation. Streamline it, cut out waste. See if you can offer a house for less than \$10,000.

Urban renewal: the boom is on

Late word from Urban Renewal Administration states 457 communities are actively engaged in renewal projects and another 1466 are planning them. They include cities of all sizes—for instance, federal approval was recently given to programs in Houston, Texas and Chester, Pa.—and construction expenditures will run into billions.

Check with your local government. Find out what it is planning. See if you can fit in. Or, explore the possibilities of capitalizing on a government program with your own small-scale program nearby. Best bet: Speculative buying, remodeling and sale of property near major project.

Also, contact Superintendent of Documents, U. S. Govt. Printing Office, Washington, D. C. for list of informative publications available on the subject. One of the best: (B-2) Home Improvement—Lessons from Experience. How one man developed a successful improvement business with advice on possible pitfalls.

How Kennedy will boost building

Expect fairly fast action to get the building industry—especially housing—into high gear. Kennedy specifically promised, if elected, to "place great emphasis on measures to insure a high volume of housing construction." In this policy he will be reflecting the thinking of Harvard Professors Archibald Cox, Arthur Schlesinger, and John K. Galbraith who claim that the U.S. "affluent society" must now give priority in spending to such needs as housing, schools and resources. Expected moves:

- Reversal of the Eisenhower tight money policy. Lower discounts and interest rates could do much to revive private home starts.

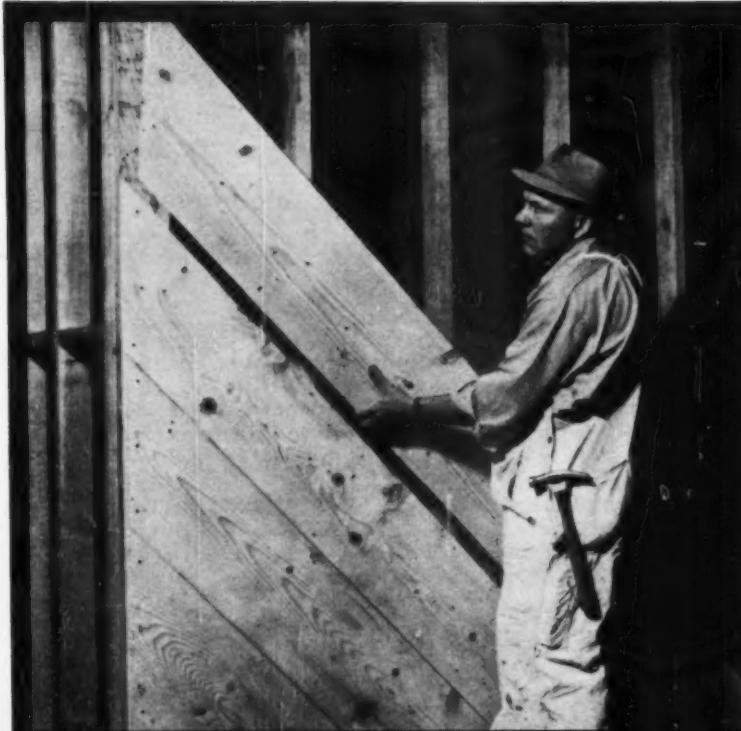
- Congressional action to establish a cabinet-level Department of Urban Affairs. It would absorb HHFA (including FHA) Home Loan Bank board, Bureau of Public Roads and other departments concerned with building, urban development, transit and city planning.

- Legislation to force FHA to expand building in the low and middle income markets. In this area, of course, much can be done by executive order alone. Under strong executive leadership, it is believed housing legislation will move rapidly.

Extra emphasis on housing can be expected because the new administration will in effect be racing to see whether early action can be generated to head off possible depression.

New horizons seen in retirement housing

Retirement housing is a large and growing market that many builders are overlooking. Carl Mitnick, past president of NAHB, estimates it at a 250,000 unit a year potential. Others rate it higher. A recent conference on housing the present 17,000,000 people over-65, called by the Douglas Fir Plywood Association, brought out much useful data on the market, the kind of houses "senior citizens" want,



**Western Pine
Region Woods...
Sheathing to meet
your requirements
for quality
construction**

The kind of sheathing put into a home—or any light construction—bears heavily upon the ultimate quality of the structure. For sheathing must do many things if it is to accomplish its purpose fully.

Nature supplies Western Pine Region sheathing lumber with its surprising insulation, high nailability, and ease of working, shaping and handling. Its excellent rigidity, plus racking strength (superior in diagonal sheathing installation) give you part of the quality required.

But the extra quality you need comes from the skilled men who have given the Western Pine lumber industry a national reputation. They manufacture lumber to ALS sizes, and approved optional sizes, too. They adhere to a fine grade line based on uniform, region-wide standards. They are proud to apply their grade stamp—their mark of quality—on their sheathing or any other lumber items, when requested.

Specify the quality of Western Pine Region lumber for residential and light commercial sheathing. It will pay dividends.



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INCENSE CEDAR / RED CEDAR / WESTERN HEMLOCK

WHAT'S NEW

and what to do about it

and the problems builders face in this field. Conferees pointed out that most post-war housing has been "child centered for young families." Needed now are more houses specifically designed for oldsters. Booklets and design data on Retirement housing are being assembled by Douglas Fir Plywood Association, 1119 A Street, Tacoma, Washington.

Take a hard look at your own market area for possible retirement housing opportunities. It's not a regional market. For instance, many northern builders have found retirees don't want to move to warmer climates. Instead they prefer to retain their lifelong associations.

Will the white house disappear?

A survey of exterior color preferences by Asbestos-Cement Association revealed the popularity of white is declining. Ten years ago 75-80% of buyers rated it first. Today only 49% prefer white. Other preferences: gray—22%, green—11%, coral—6%, followed by yellow and light brown.

FHA's Home Improvement Loans gaining

Lending institutions made an average of 5000 FHA-insured home improvement loans each banking day of 1960 according to Roy Cooke, Assistant Commissioner for FHA Property Improvement Program. For the first half of the year, he said that 500,000 families took out FHA Title I loans to repair and remodel their homes—and claims fell to a low of .78% or about 1 out of each 120 made.

These facts are only further evidence of the growing interest in residential remodeling—and the opportunity it offers builders who want to diversify into a booming market.

Easier money in sight

Aside from President Kennedy's easier money policies, favorable reports have come from other quarters. The Federal National Mortgage Association says its resale of FHA and VA mortgages in the secondary market were five times greater than in 1959—a past sign that money was easing. U. S. Savings & Loan League Director Norm Strunk estimates lending volume in 1961 will increase to \$15 billion—up from 1960's \$14.4 billion. And, most industry observers agree that the new Real Estate Trust Law (Public Law 86-779), which exempts investment trusts from corporate taxes if they distribute 90% of their income in dividends, will swell supply of available mortgage funds.

Start now to look for new sources of mortgage money. Shop around. Try to get a better deal than you had in 1960. Another idea: contact a tax lawyer—explore possibility for forming your own real estate investment trust—attract money from small and middle-size investors.

More basement houses planned for 1961

Latest studies of design trends indicate 70-74% of this year's houses will have basements. Two reasons were cited for this trend: 1) Increasing buyer demand and 2) Need for builders to offer more space for less money. Further proof of this trend was found in a survey of 2000 owners of slab houses on Long Island. Over 90% said their next houses would have basements.

Don't ignore demand for basements. Start planning them for your next houses. Make them a part of the living area. Put in more windows, offer direct entry to the yard. Arrange the space for future partitions and indicate them on the floors.

How many builders would pass the tape test?

Couples carrying concealed tape recorders recently visited 48 model homes in the Chicago area to record sales approaches. Mohr & Eicoff, PR firm which sponsored the project, reported these findings: "In no instance did a salesman introduce himself; in only three instances was an attempt made to get the prospect's name and address; only two attempted to qualify the couple." Typical experiences included one salesman who refused a proffered \$3,000 check by insisting the downpayment was only \$1,950—that was all he could accept. Another tape recorded a flat, final "yes" to the question: "Do you have schools, churches and shopping?"

Don't let your own salesman be guilty of this type of selling. Reappraise their efforts immediately. Get friends or outsiders to give you reports. The year ahead will be competitively tough.

Malta "let-in-the-sun" window designs



"Town and Country" oriels (fixed upper sash with operating lower sash) create the feeling of spaciousness . . . let in the sun . . . save you \$50 to \$60 per multiple installation.



Malta "A-Glide" wood units combine ideally to form large glass areas and distinctive groupings for light and airy living.



Malta "Town and Country" units, with two fully operating awning-type sash, let in more sun . . . permit up to 100% ventilation.

Malta
WOOD
WINDOWS

lower your building costs... improve buyer appeal

Malta "let-in-the-sun" window designs instantly and unforgettable convey to the prospective buyer an impression of genuine quality, beauty, modern styling . . . and a promise of cheerful living.

The new Malta "Town and Country" oriel unit, for example, gives your new homes all the warmth and utility of wood windows — plus slim, trim lines. The spacious fixed upper sash and awning-type lower sash let in more sun and light. And, there is no clumsy center partition rail to spoil the thin-line design or obstruct visibility.

Malta "Town and Country" units give you all the features of stacked vents . . . yet they cost about one-third less. An Erie, Pennsylvania builder stated flatly: "I save enough with 'Town and Country' windows to include screens and storm sash at no cost to the buyer."

Talk to a Malta dealer today. He's your direct line to faster sales and higher profits on every new home you build.

Supreme Quality Since 1901
THE MALTA MANUFACTURING CO.
Malta, Ohio

CHANGE



Mobile homes: another challenge to the homebuilder?

IN 1960, MOBILE HOME sales amounted to nearly 10% of the total market for single family dwelling units. Between them, mobile home manufacturers and prefabricators are beginning to dominate the market for low priced housing—a fact that is creating growing concern among conventional homebuilders.

The mobile home market.—A recent marketing analysis for the Mobile Home Manufacturers Association stresses these facts:

- Some 4.2 million Americans now live in mobile homes. One hundred thousand families joined the ranks last year alone.
- Of these, 37% are skilled workers, 20% military personnel, 10% retirees, 18% professionals, 3% students, 16% semi-skilled.
- Average income of mobile home families is \$5,200—slightly over the national average. Some 40% of the families average over \$7,000 a year.
- About 3 out of 10 mobile home families pay cash for their homes. The remaining 70% finance their purchase—normally on a 5-year payment plan. Trade-ins are used in 25% of the purchases.

What do mobile homes offer the buyer?—Today's typical mobile home is 10' wide, 50' long, has two bedrooms, bath, kitchenette, and living room, comes fully equipped, decorated and furnished. At an average price of \$5,000, mobile homes economically meet consumer trends toward compact, non-complicated living. Like Detroit's smaller cars, the mobile units cater to buyer desires for economy, efficiency, and minimum upkeep. At their low initial cost, they free their buyers from expensive entanglements with long term mortgages and high interest rates.

Though mobility is currently being de-emphasized by manufacturers, it is ranked as highly desirable by mobile home owners. The average family moves only once in 2.2 years, and often as not, has its home hauled by a commercial mover. About 20% of the

buyers stay put for more than 4 years. Mobile home owners pay no land or school taxes, and can rent trailer space in mobile home parks for \$30 per month and up.

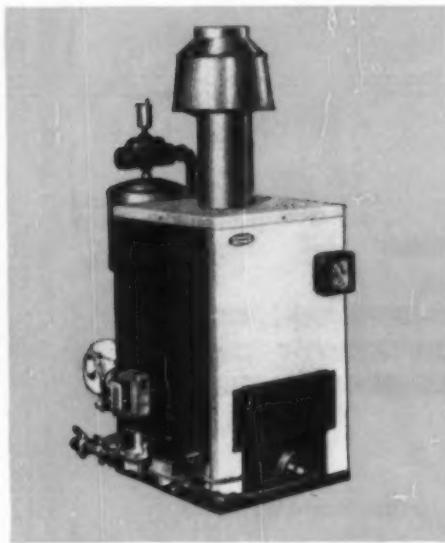
Who buys mobile homes?—The market for mobile homes is broad and varied, and in terms of potential buyers, it is the housing industry's fastest growing. It contains both young marrieds, whose income has not yet reached its maximum; and oldsters, whose income is steady if not substantial. Both these groups hesitate to make long term commitments to fixed housing—the youngsters because they are unsettled in terms of employment, the oldsters because of lack of earning power. But by far the most important components of this market are military personnel and skilled workers whose jobs require the mobility that only mobile homes can offer.

Can homebuilders compete with mobile homes?—Many industry experts don't think they can. Their consensus is that factory production is the logical and economical way to providing low cost housing.

In addition, mobile home manufacturers operate without the usual restrictions encountered in on-site construction. Their product is completely factory produced, they operate outside the jurisdictions of local building codes, produce a mobile product which can move to meet its market, and, to a much greater extent, are freer than conventional builders.

In a can't-beat-'em, join-'em vein however, builders with excess land on their hands can capitalize on the mobile home boom by building trailer parks (which yield 14% to 18% before taxes and depreciation.) The current deficit between mobile home units produced and spaces constructed is 600,000, and easing construction money should provide impetus for park development loans. For more on this possibility, write Mobile Home Manufacturers Association, 20 North Wacker Drive, Chicago 6.

BUILD IN MORE VALUE WITH THESE



SUNNYDAY 3—three sizes: AGA-approved gross outputs of 60,000, 80,000 and 100,000 Btuh. Needs only 20" x 24" to 32" of floor space.

2 BRAND-NEW

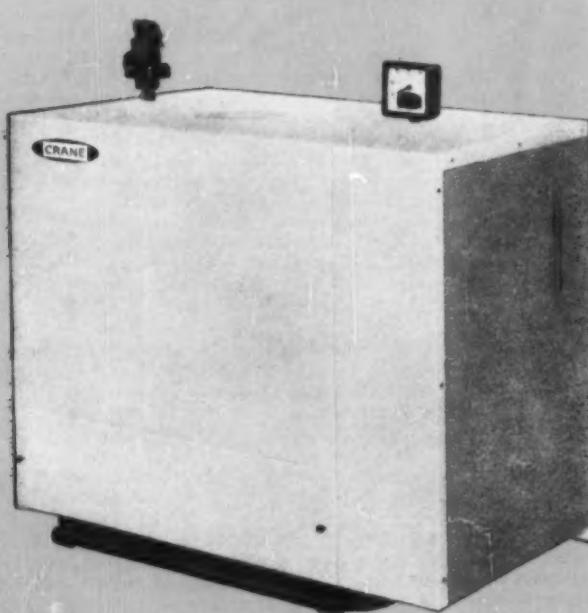


PACKAGED GAS BOILERS

- Ultra-compact
- Profit-priced
- Fast installing

CRANE SUNNYDAY 3 Here's a low-cost, economical-to-operate gas-fired boiler, complete with automatic controls, designed specifically for nonferrous baseboard heating in small modern homes. Highly efficient cast-iron boiler . . . uses only a small amount of water to give *quick* delivery of heated water to all radiation units. A midget in size . . . fits most anywhere there's a *little* space. You can install it *fast*—to slash your costs on a single installation or sharpen your bid on multiple home projects. It's completely factory assembled and wired—just position, hook up radiation, connect gas and electric supply lines and the Sunnyday 3 is ready to operate.

A Crane unit throughout—with features you'd expect only in higher priced units. It will pay you to get the facts NOW . . . call your Crane heating contractor for details.



SUNNYDAY 8—nine sizes from 36,000 to 180,000 Btuh net I-B-R water ratings.

NAHB

See these two new, outstanding heating units and other quality Crane heating, plumbing and air conditioning products at the NAHB Convention, Booths 256-259, McCormick Place, Chicago, Illinois, January 29-February 2, 1961.

CRANE SUNNYDAY 8 GAS-FIRED BOILER

This modern packaged boiler for gravity or forced hot water or steam systems is ideal for new construction or boiler replacement. A deluxe unit in every way, topped with Crane quality and yet priced to be competitive with ordinary heating units. The Sunnyday 8 is built of cast iron, the lifetime metal, to high standards of design and engineering excellence to provide long-life, dependable performance. The Sunnyday 8 helps round out the line to let you specify Crane in homes of all sizes and to provide quality at a price that's right in line with competition.

To make your homes more attractive . . . for visible proof of quality . . . use Crane heating, plumbing and air conditioning throughout. Crane costs no more . . . adds extra salability. See your Crane plumbing and heating contractor for detailed specifications on quality products at competitive prices.

Sunnyday is a Registered Trademark

CRANE

Plumbing • Heating • Air Conditioning Group
P.O. Box 780, Johnstown, Pa.

AMERICAN BUILDER

IMPACT

Peter Turchon answers builders' remodeling queries

December's "Buy 'em, Fix 'em, Sell 'em" remodeling article (Pg 45), has provoked a lively response from AB readers. We asked Peter Turchon to answer some of the questions our readers consistently asked.

How much profit does Homes Inc. make?

Average over the years has been 3%. However, we buy estates and properties which sometimes include large apartment buildings and commercial structures, and keep the larger properties for long-term profit. In fact, we now have over 1,500 tenants who are paying for these properties.

What about financing?

Sell the banks on the fact that the prudent, the wise, and the frugal are buying these well-built, but neglected, old properties; that you turn them over to the new owners rebuilt inside; and that the extra rent is a cushion against bad times or even the loss of a job. The best hedge against inflation is soundly located rental property; and in this period of rising real estate taxes, the owner can pass on the increases to the tenant.

Financing is one of the most important ingredients in a successful modernization business. Bankers like what Homes, Inc. does. They like the type of buyers attracted by the low monthly cost (due to the extra rent from extra apartments). They like the fact that these modernized houses can be supplied at about \$1,000 a room in a market where new homes cost \$3,000 per room.

Both FHA and VA have done a wonderful job of helping these frugal buyers. Any family willing to exchange the comfort of single family exclusiveness for the financial advancement of a second or third income is on the road to financial independence. As you work your business in your own neighborhood, you will find it easier to enjoy a line of bank credit to buy and remodel. Another happy by-product is neighborhood improvement. A good example of home modernization is often followed by others, and results in a whole area face lifting.

Should we wait 'til the job is complete before borrowing money?

Yes. Transformation by new baths, new kitchens, new electric fixtures, and fresh paint make a big difference in the bank's receptiveness.

Try to sell while modernizing?

No. You run the danger of customizing.

Peter Turchon
Homes, Inc.
Newton, Mass.

Beginning builder sees AB as a useful cost cutter

I would like to take this opportunity to tell you that I know for sure that American Builder has been of more aid to me as a beginner builder than you would ever imagine. We are continuously, with good results, using many of the cost saving techniques that you afford us with. We are not only getting satisfaction, better design, and saving money but are also making a favorable impression on the public, and other builders who are accustomed only to the past conventional methods of homebuilding.

Walter H. Bailey, Jr.
Laurel, Mass.

Low cost housing seen as 'natural' builder market

You are dealing with one of the most important housing matters—the lack of production in the so-called low priced ranges. I concur with your thesis that there should and can be much more work in this area, and it seems that this will come as more and more entrepreneurs recognize the basic economic opportunities offered by development of low-cost housing.

The great incentive is, in a phrase, that such housing can be profitable. Let us hope that it will increase the realization that there is a huge, relatively untouched housing market awaiting both builders and investors.

Lester P. Condon
Office of the Commissioner
Federal Housing Administration

Norman P. Mason on equal housing opportunities

It is commendable that AMERICAN BUILDER is supplying factual information which is so necessary to meeting realistically the rapidly

expanding housing requirements of thousands of minority families . . .

The evidences of success in this area all over the nation today are such that we no longer need statistical tabulation to prove either what the homebuilding industry is doing or that minorities are eager and enthusiastic in their quest for good housing in standard, decent neighborhoods . . .

In this connection, I feel certain that nothing opens the door more fully than the great urban renewal and redevelopment plans made effective by President Eisenhower in the Housing Act of 1954.

My own observations and those of others which have come to my attention attest the remarkable response of many lenders, builders and communities in America toward attaining the democratic objective of equality of opportunity in housing irrespective of race, color or creed. The broad relationships involved in carrying out the varied programs and operations in the Housing and Home Finance Agency give the Federal Agency a fine opportunity to lead. There are many ways to lead—by co-operating, by encouraging, by stimulating. It is somewhat necessary to prod but, whatever the method, it is my view that we must take positive steps toward the goal that every American family has an opportunity for a decent home, in a good neighborhood, among good citizens.

Norman P. Mason
Commissioner, HHFA

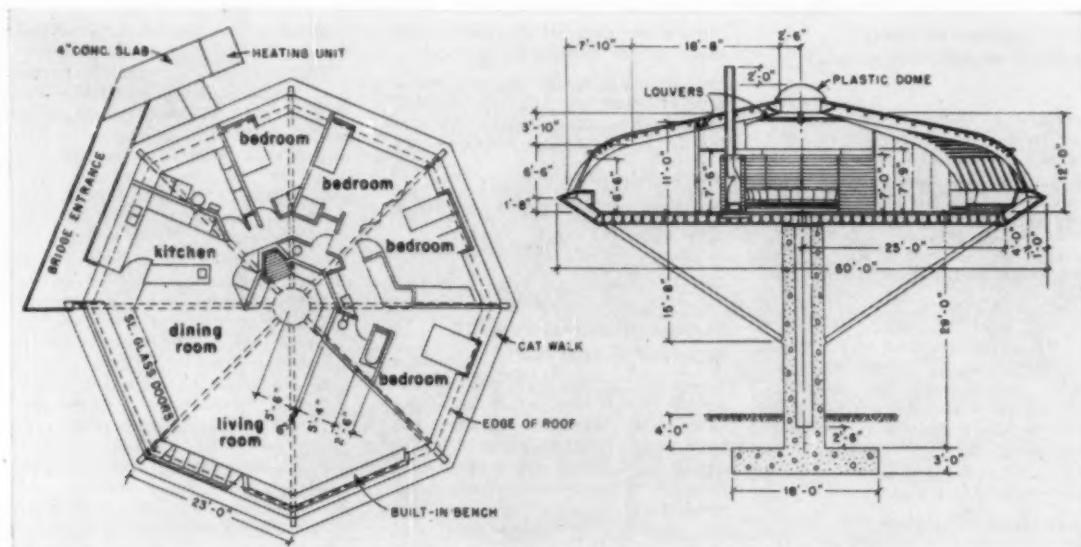
Builder cites products needed in Florida market

We find maintenance an ever-present problem. The roof, which here is a cement tile, becomes loaded with a fungus that turns the roof black over a 6 to 12-month period. We would like to see a product developed for a finish which would require no more than a hosing with water to maintain a clean and attractive surface.

Another product which would be a welcome addition in the southeastern portion of Florida would be a floor surfacing for outside use which would be easily cleanable, nonslip, inexpensive, and attractive—one which could be installed for 15¢ to 25¢ a square foot.

Marvin Wolff
New Orleans Homes, Inc.
Fort Lauderdale, Fla.

TOMORROW'S HOUSE



CONCRETE COLUMN, 30' high, gives "Chemosphere" house a footing that withstands earthquakes, landslides, winds.

Plastics shape octagonal house

This mushroom-like structure—called the Chemosphere house—is more than just an unusual shape. It's a showcase for futuristic building applications of plastic compounds.

The 2,200-sq. ft. house is being built by Leonard J. Malin for himself, under sponsorship of the Chem Seal Corp., Los Angeles.

Among the more important uses of plastics in the house are:

1. As concrete column and base pad.—The heavy concrete column was poured two months after the base pad. The builder used an epoxy adhesive to give a strong, moisture proof bond between column and pad.

2. As bedding for steel beams.—The cantilevered steel beams supporting the house from the main concrete column were slightly at variance with the perimeter of the octagonal floor. In correcting this situation, mortar could not be used as bedding for the beams, as it would quickly be pounded to dust by ground motion—a big problem in earthquake areas of California. So the builder used a mixture of

epoxy and sand. This mixture has high strength and won't disintegrate from motion.

3. As decking for the walk-on sill used in window washing (see drawings, above).—Covering the walk with a rubber compound impregnated with #30 grit silica gave a nonslip, wear resistant deck that

won't come loose under foot.

4. On the roof.—Basic roofing material is a composition wood pulp, applied to the entire roof. All joints were immobilized with fiber glass tape. Binder for the roof and joints is an epoxy compound, reinforced with chopped fiber glass. Life expectancy is 40-50 years.



FUTURISTIC octagonal house has large glass areas that give a view of surrounding area. Catwalk is for window washing. Cable car will give access.

new
Kwikset
Sok-it
Strike
installs
as easy
as
on
your
mark...

get
set...

go



no mortising!
no chiseling!
no screws!

Exclusive new Kwikset Sok-It Strike installs in seconds with Kwikset's patented staking pliers which expands the sides of the metal strike box into the jamb.

Just drill a hole, position strike, and squeeze pliers closed.

For the first time, a neater, more permanent installation with no screws to come loose.

Kwikset's new staking pliers (No. 1-156) installs the Sok-It Strike three times faster than present strike installation methods. It is packaged individually with a handy Strike Locator and retails at \$10.00. No extra charge for Sok-It Strikes when ordered with locksets.



CUTAWAY
SECTION

kwikset  **locksets**

*America's largest selling
residential locksets*

**KWIKSET SALES
AND SERVICE COMPANY**
A subsidiary of
The American Hardware Corp.
Anaheim, California

OPINION

What are builders' biggest product needs?

AMERICAN BUILDER asked a group of growth builders to comment on what they thought of existing building products, what they would like to see in the way of new products over the next few years. Their free-wheeling answers (below) show how seriously builders are concerned with product development.

Products I would like to see developed during the next few years are low cost (comparable to asphalt tile) wood floor coverings for slabs; a complete built-in kitchen work center including cabinets, built-in range, oven, dishwasher and disposal at a price that would complete with assembling the individual units in the field; and a brick veneer material that would be light and durable enough to be plant-applied so as to eliminate as much field labor as possible.

The only setback to currently available products is that the prices are such as to make them unfeasible for volume housing. I think that we need lower prices from manufacturers to enable us to sell as much house for the money as possible so as to enliven the sitting public into buying when they would just as well sit back and wait for a fire sale.

Julius Cohen, Jewel Homes, Columbus, Ohio

... There is one thing that would be of great assistance, and that is the standardization of products such as sinks, tubs, etc., among the manufacturers. For instance, if one of our model homes features a kitchen sink by a particular manufacturer, and the customer desires a color not in their line, then we must go to another. It does present a problem if the cabinets have already been ordered and the cutout for the sink made, because very few products are interchangeable in size—be they bathroom fixtures, heating units or appliances. Built-in ovens also present a problem, as do surface units, not to mention tile thicknesses. . . .

Ruth Challand, Richmond Construction Co., Sarasota, Fla.

Quality control seems to be a thing of the past. Even though the cost may be a little higher to produce a better product, the home buyer would be willing to pay the difference if he was properly educated. I think that if manufacturers could educate the public more on quality, people would become more aware of the need to spend just a little more to get a lot more use out of a product. Here are some areas in which I'd like to see increased manufacturer effort: improvements in paints to stop fading and mildew; hardware that will not rust, pit or tarnish; plumbing fixtures that do not chip and scratch; lighting fixtures that will hold their finish; quiet heating and air conditioning systems; a dishwasher that does not sound like a pile driver; sliding glass doors that are leakproof and air tight.

Sy Milgrom, Milgrom Construction Co., Clearwater, Fla.

... Products that would definitely help our sales effort are: some type of fast drying mixture that could be sprayed over drywall as soon as it was nailed up that would give a smooth plaster-like finish with no taping of joints or spotting of nail holes; acoustical tile that would come in 4' x 8'—10' and 12' sheets that could be applied over 2' centers much like wallboard; a low voltage system that would be more economical to install than the present 110-volt system—one that could be used in \$10-\$15,000 price range.

Harry S. Roberts, Jr., Williams Lumber Company, Columbus, Ga.

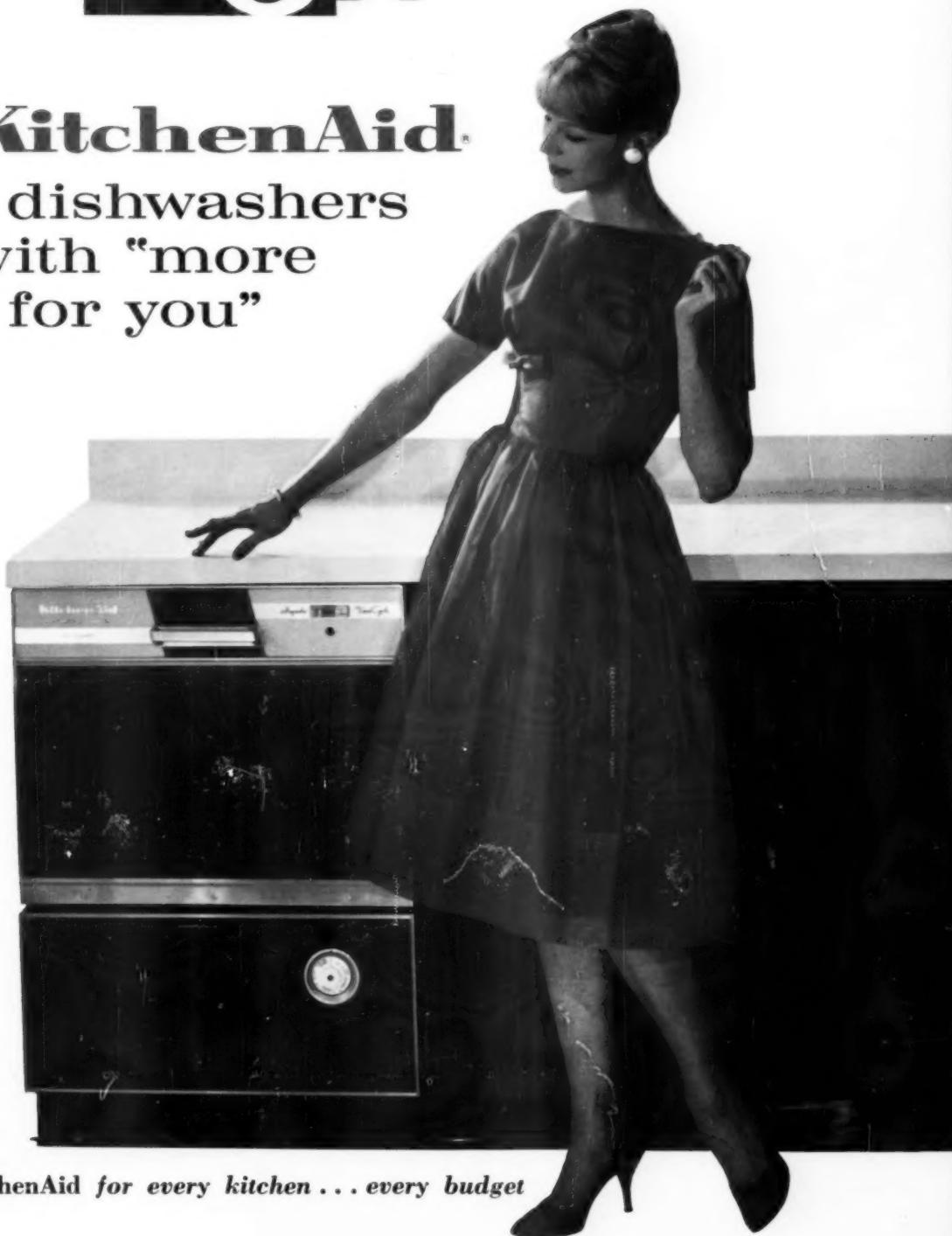
Our market is characterized by a relatively high income group who presumably can afford some of the more deluxe items of equipment in plumbing fixtures, floor material, kitchen equipment, etc. To offer such equipment would certainly increase the sales appeal of the houses. But, our experience has convinced me that few buyers in this market would be willing to pay for these items at the prevailing prices, even though these items have considerable appeal.

My major criticism of existing products does not focus on function or design, but on the price the manufacturers have placed on the items they feature in their advertising. It appears that they are stimulating a demand and then pricing themselves out of the market. This is perhaps intentional, since they promote their higher-profit lines, but I am at odds with it. Manufacturers should be able to sell to the building industry more industrial engineering and production management skill in the form of prices reflecting efficiencies which should result from these skills.

Edmund J. Bennett, Bennett Const. Co., Inc., Bethesda, Maryland

OF
‘61

KitchenAid
dishwashers
with "more
for you"



a KitchenAid for every kitchen . . . every budget

look at KitchenAid®



CREATE-YOUR-OWN-CYCLE—True VariCycle action! With KitchenAid dishwasher push buttons and manual Timer Control, every homemaker can select or create dishwashing cycles to fit her needs... even change it to best fit each dishwashing situation. She can advance, skip, repeat or interrupt the wash, rinse or dry action any time... even "Plate Warm." Power Reset Drive advances timer to "OFF" position immediately after short cycles—KitchenAid is always ready for the next desired cycle.

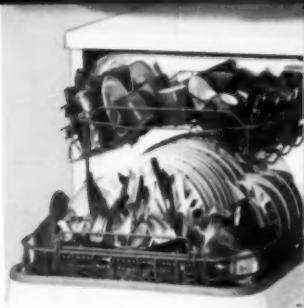


new convenience

VariCycle PUSH-BUTTON CONTROLS—Just push the "RINSE and HOLD" button to give partial loads a short power-rinse that removes food particles without hand-rinsing—real economy. KitchenAid holds and stores the dishes until racks are full—no worry about foods "drying on."

Press the "FULL CYCLE" button to give tableware KitchenAid's new and exclusive complete wash-dry action.

Touch the "UTILITY and UTENSIL" button and pots, pans and utility items get their own individual treatment that helps soak away burned and baked-on foods...eases those hand-harming scraping chores.

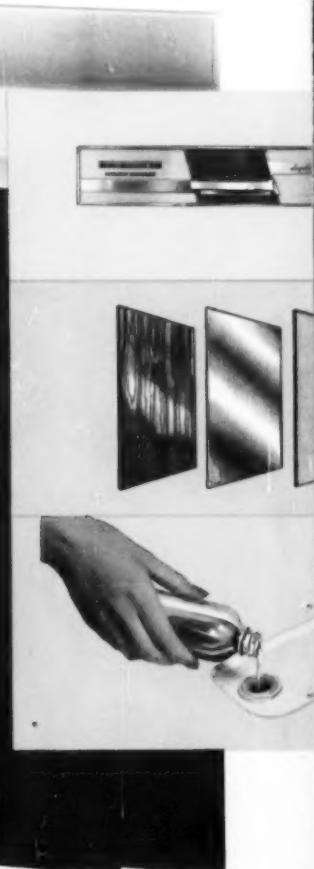
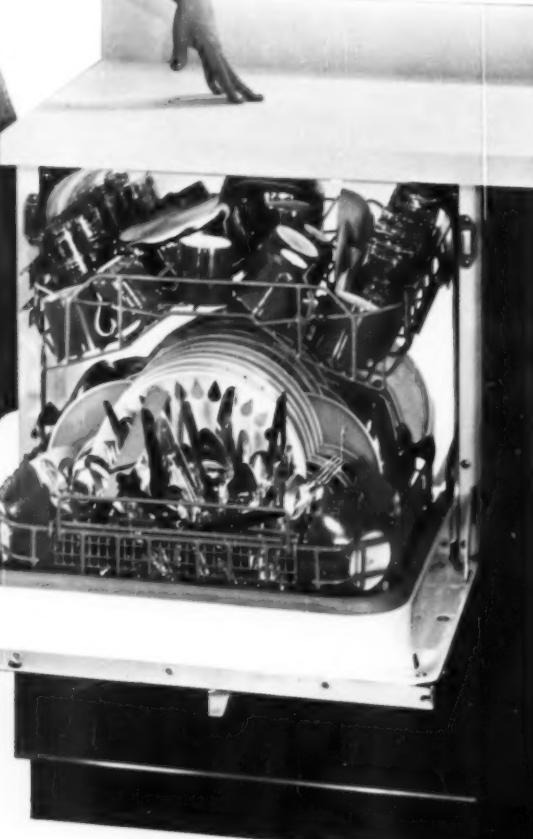


new capacity

KING-SIZE CAPACITY—The whole day's tableware for an average-size family can be handled in one washing. Convenient, front-loading racks accommodate 12 complete place settings (NEMA standards). Heavy Plastisol coating "cushions" china. Adjustable dividers in the 2-position adjustable upper rack enable variable arrangements for big pots, pans, and odd-shaped pieces.

KitchenAid® Superba VariCycle by Hobart

(available in built-in and free-standing models)





new washability

DOUBLE WASH, TRIPLE RINSE—KitchenAid's famous power-wash system, long considered the most efficient, now **scrubs twice**—there are two separate washes (or a power pre-rinse and single wash, if you choose) followed by three rinses... then Flo-Thru sanitized hot-air drying. The Dual Detergent Cup in the door can be filled for two washes (or just one side of the cup for power pre-rinse and single power wash). The desired amount of detergent is released automatically for each "Guided Action" power wash.

Here is truly the finest dishwasher ever designed—just compare it, feature for feature. New economy is built into KitchenAid, too—it will wash tableware for only pennies a day. Behind all the new features and conveniences of this superb KitchenAid dishwasher is the unexcelled reputation of Hobart, the dishwasher pioneer. KitchenAid is the dishwasher of "proven" quality—just ask any user.

NEW BEAUTY—Modern styling all around creates a new luxurious look. The attractive chrome-trimmed convenient control panel, with "in action" indicator light, across the top of the front lends an added note of distinction. Push button starting.

WIDE CHOICE OF FINISHES—now includes natural WOODS, satiny stainless steel, glowing copper tone, rich antique copper, gleaming white. You can even use plastic laminates to match counter tops. Special woods and colors can usually be matched locally. And Vari-Front panels are easily changed.

PERFECT DRYING—A Rinsing Agent Dispenser automatically releases a wetting agent in the last rinse to help dry dishes spot-free—regardless of local water conditions. Dispenser need only be filled periodically. Exclusive Flo-Thru drying assures perfection.

2 other new KitchenAid dishwasher series

available in many models

KitchenAid Imperial

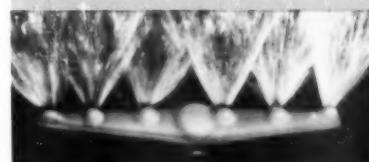
Every inch feature-packed dishwashers, the Imperial series has king-size capacity for 12; pre-rinse and wash or double wash, with triple rinse; adjustable rack dividers; wide choice of finishes with Vari-Front panels. Rinsing Agent Dispenser optional. Built-in; free-standing; dishwasher-sink; convertible-portable models available.



KitchenAid Custom

—Real value for the economy-minded. This beautiful unit has the same Hobart wash arm, Dual Filter Guards and Flo-Thru drying system as the *Superba* and *Imperial*, with traditional KitchenAid quality throughout. Comes in a variety of finishes. Capacity for ten. Available in built-in and free-standing models. Rinsing agent dispenser optional.

Every new KitchenAid® dishwasher has



"Guided Action" wash arm that scrubs, while others just spray or shower. Exclusive big, blue, lifetime wash arm extends full width of the wash chamber... has newly designed jet openings that scientifically control and balance both volume and velocity of the water for complete, effective coverage of every square inch of the wash chamber. While literally scrubbing dishes clean, it's safe for even delicate china.

Exclusive Flo-Thru drying—A constant current of sanitized hot air flows over, under and around each item. The electrical drying element is *outside* the wash chamber, with the hot air fan-circulated—insuring even heat and uniform drying, with no "hot spots" to craze china, or warp or scorch good plastic-ware. Dishes don't dry from the bottom up, a fre-

quent cause of spotting. The evaporated moisture in a KitchenAid can't be redeposited on the dishes—positive drying and brighter dishes every time. Money-saving feature: the KitchenAid drying element operates *only* during the drying cycle.

Exclusive Dual Filter Guards—Precision-engineered filters have hundreds of self-cleaning openings that trap food soil and prevent spray-back over dishes. The recirculated wash-and-rinse water is always filter-clean. Stainless steel filters are self-seating—simply lift out for cleaning, if ever needed.

Still more KitchenAid features: Timer Control Indicator tells what operation is being performed... also permits Manual Control and Plate Warming. Porcelain interior is self-cleaning, chosen for long life. Independent cushion coated racks. Designed for a service-free, cool operation. New, quiet, hushed-performance. Solid-unit construction principle with rigid frame and rust-proof design—assures long life.

a KitchenAid for every kitchen... every budget

Top Loading Portable

The same famous power wash, Dual Filter Guards and Flo-Thru hot-air dry system found in built-in KitchenAid dishwashers are incorporated in this KitchenAid portable model. It washes tableware for ten or more . . . dishes come out clean and bright.

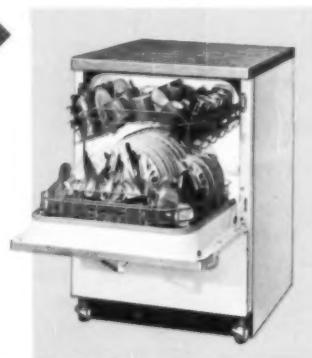
Only KitchenAid has Porcelain Inside and Out. Other features include wide guide bar for easy movability . . . separate Start Control . . . toe space all around . . . double-wall construction for cool, quiet operation. Even when random-loaded, the efficient power-wash pattern covers thoroughly. This KitchenAid portable is put to work the day it's delivered—connects to faucet in seconds. And, no installation expenses!



KitchenAid® portable dishwashers

portable today ▶

built in tomorrow



The KitchenAid convertible-portable is a front-loading portable that can be installed as a built-in later simply and conveniently. Maple cutting top, 4 square feet and 1½ inches thick, adds a luxury touch. Available in the new Imperial series, it has king-size capacity; multiple washes and rinses, and Flo-Thru hot-air drying; adjustable dividers in the 2-position upper rack; push button control panel; self-storing Fill-Drain Hose and power cord. Rinsing Agent Dispenser optional.

A KitchenAid for every kitchen . . . every budget!

S P E C I F I C A T I O N S

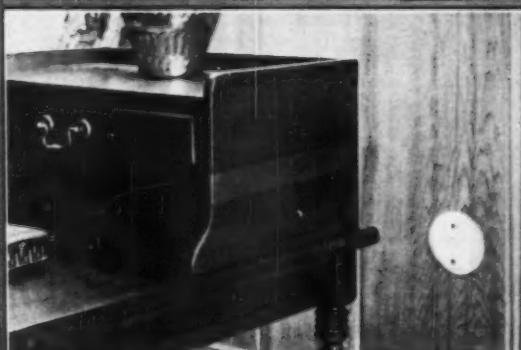
MODEL SERIES	KD-2P PORTABLE	CUSTOM	IMPERIAL	SUPERBA VARICYCLE	CONVERTIBLE PORTABLE (Imperial)
CAPACITY (N.E.M.A. Standard Place Settings).....	10	10	12	12	12
ELECTRICAL SPECIFICATIONS 60 cycle standard					
Volts	115	115	115	115	115
Watts (Maximum)	1000	1000	1000	1000	1000
PLUMBING SPECIFICATIONS					
Hot water Inlet.....	Hose Connection		½"	½"	½"
Drain (Gravity).....		1½"	1½"	1½"	
Drain (Pump).....					
A "U" tube is included with all undercounter, built-in, pump drain models					
WATER CONSUMPTION—Gallons per Full Cycle..	9½	9½	11½	11½	11½
FINISH					
Colors and special woods can be matched locally.	Porcelain inside and out	White, Stainless, wood hue Copper Tone, Antique Copper	White, Stainless, wood hue Copper Tone, Antique Copper Plate, Unfinished Birch		Solid maple cutting top
			Free standing models in all series available with maple top, porcelain top or porcelain top with air gap		
DIMENSIONS—(inches)	D W H	D W H	D W H	D W H	D W H
Built-in	24½ 24 34½	24½ 24 34½	24½ 24 34½	24½ 24 34½	24½ 24 36½
Free Standing.....	25 24 36	25 24 36	25 24 36	25 24 36	26½ 24 36½
Dishwasher-Sink	25 48 36				

KitchenAid Home Dishwasher Div., The Hobart Manufacturing Company, Troy, Ohio In Canada: 175 George St., Toronto

SEE YOUR DEALER



"Concealed telephone wiring is part of the good planning you get from Ervin," says builder Charles C. Ervin. "It makes a more livable home, nicer rooms, and adds to resale value of the house."



Ervin homes are designed for families to grow in. Each home has several planned telephone outlets.

Your Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.

"Ervin homes are quality homes, and concealed telephone wiring is part of our quality story"

**SAYS CHARLES C. ERVIN
OF ERVIN CONSTRUCTION CO., CHARLOTTE, N.C.**

Ervin Construction Co., one of the largest home-building firms in the Southeast, is building close to 1000 homes this year—all of them with concealed telephone wiring.

"We've learned that concealed telephone wiring is a *definite* plus factor," says Mr. Ervin. "It's a competitive feature that homebuyers look for and appreciate. Ervin homes are quality homes, built with first-class materials, and concealed wiring is part of our quality story."

Ervin Construction Co. furnishes its building schedule to the telephone company. "They put in the wiring when the walls are open," says Mr. Ervin, "either by consulting with the homebuyer if the house is already sold, or by putting the outlets where their good judgment tells them."

BELL TELEPHONE SYSTEM

Visit Booth 95 at the NAHB Convention in Chicago
—for real money-making telephone tips.

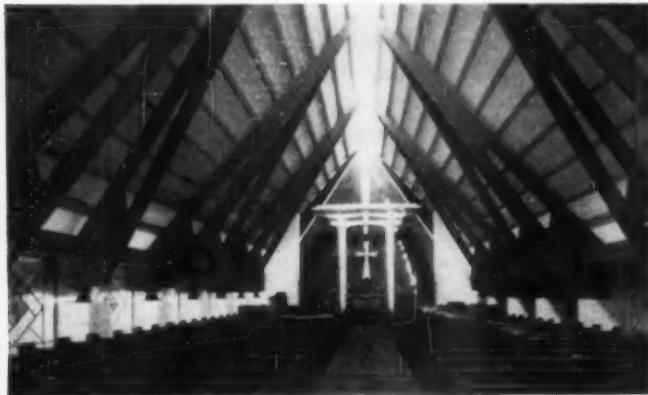


Glue-lam lumber offers

Commercial building requires a knowledge of many materials seldom used in house construction. Here's what the homebuilder should know about one such material—glued-laminated lumber



THREE-HINGED ARCH dominates this exterior view of the Grace Church in Massapequa, L.I., N.Y. Laminated members are ideal for such applications, in which they easily support combined roof-sidewall loads.



INTERIOR VIEW of the Grace Church shows how dark-grained glue-lam members are played against lighter-colored ceiling materials. In churches like this, the contrast dramatically accents lofty interior designs.

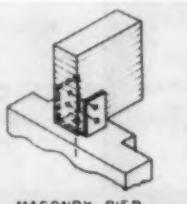
GLUED-LAMINATED (or glue-lam) lumber is made by gluing together under high pressure a number of pieces of lumber, generally one or two inches thick, in the form of arches, columns or other structural members.

Advantages of glue-lams

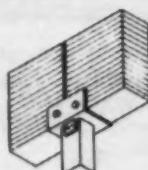
Outstanding among the advantages of glued-laminated lumber are the following:

- In spans of more than 30', often encountered in nonresidential building, glue-lam beams are generally more economical than sawed timber.
- A glue-lam beam is about one-third stronger than a sawed member of equal size. This permits use of beams of smaller cross-section, without sacrificing strength. Tests show that the glued joints are stronger than the wood, and that the adhesive quality of the glue is not adversely affected by time.
- Glue laminating can produce beams that are larger in both cross-section and length than is possible in single pieces.
- Beams of varying cross-section may be built with greater shear resistance at points where it is most desired. Typical of such beams are the peaked, the peaked and cambered, and the tapered. An example of the peaked and cambered beam is that used on the Mission Church (Dewitt Church) Rivington, and Columbia Streets, New York City. It was built for the New York Mission Society. The roof of the church is made of solid planks resting on purlins. The purlins, in turn, rest on the heavy glue-lam wood beams (see photo, right).
- Laminated beams and purlins

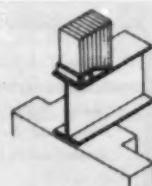
Typical details for the anchoring and joining of laminated wood members



MASONRY PIER CONNECTION—U STRAP



BEAM TO COLUMN CONNECTION



STEEL SHOE ANCHORED TO GIRDER

beauty, strength, economy



PEAKED AND CAMBERED BEAMS support the roof of New York City's Mission Church. In the long spans frequently required in nonresidential construction, glue-lam

members are generally more suitable than sawed lumber. Also, since glue-lams have attractive, natural-grain finishes, they are left exposed, to enhance the architectural treatment.

are manufactured by machine so that the natural grain of the wood is shown. This eliminates the expense of plastering and painting; the exposed member serves as part of the architectural treatment.

Spans, spacing and loading

Glued-laminated beams and purlins may be unlimited in length, providing they can be transported practically. Common spans are from 16' to 50', with a spacing range of 6' to

18'. Loads are from 30 to 55 lbs. psf. Deflection is 1/240th of span.

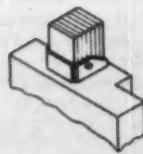
Laminated arches

Laminated arches are manufactured similarly to wood laminated beams and girders. One- or two-inch strips of wood are curved and pressure glued together, making solid and rigid members.

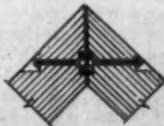
Arches may either be two-hinged or three-hinged. The two-hinged arch is the radial or barrel type

supported only at two ends by a foundation or resting on walls or columns.

A three-hinged arch consists of two laminated units fastened at the top or ridge of the arch and at its foundation ends. They provide clear span framing for both side walls and roof. Three-hinged arches are used largely in churches, schools, libraries, auditoriums. Typical are those in Grace Church, Massapequa, L. I. (photos, top left).



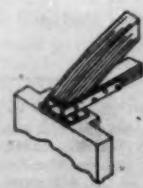
STEEL SHOE
ANCHORED TO
MASONRY



PEAK CONNECTION-
COUNTERBORED HOLES,
BOLT AND SHEAR PLATES



RIDGE PURFLIN
CONNECTED TO ARCH
BY STEEL SHOE



HEEL CONNECTION-
"HEAVY U STRAP"

THE HARMONY HOMES STORY



From sales training—

Harmony Homes instructor stresses to new salesmen the importance of bringing prospects out to tour Harmony models—under construction as well as completed ones.



To contests—

Happy Harmony Homes salesman and his wife board plane for Hawaii. Trip is one of many prizes HMS offers salespeople who do outstanding jobs selling houses.

Builders look for prospects

But it's people—the salespeople—plus a hard-hitting, well thought out sales program that spell continuous success for Harmony Homes builder members

HARMONY HOMES Management directs its sales efforts to people who already own lots suitable for building.

This is not difficult to understand. Harmony does sell directly to people who want new homes built on contract. But in the Los Angeles area there are practically no individual lots left, in acceptable neighborhoods, that sell for less than

\$5,000. This alone holds down direct contract sales. So Harmony directs its major sales efforts toward finding prospects who already own properties on which a house can be built. How are these prospects found? Mainly, by the method of door-to-door canvassing.

Leads are also secured from realtors who have vacant lots to sell. Newspaper advertising, along with direct mail and handbills, are sales tools used at the discretion of each company manager. Attractive brochures printed by HMS are available to all companies.

Generally, promotion and sales efforts are geared to the market in a specific area. The newer companies, in smaller towns, where lot prices are not excessive in relation to

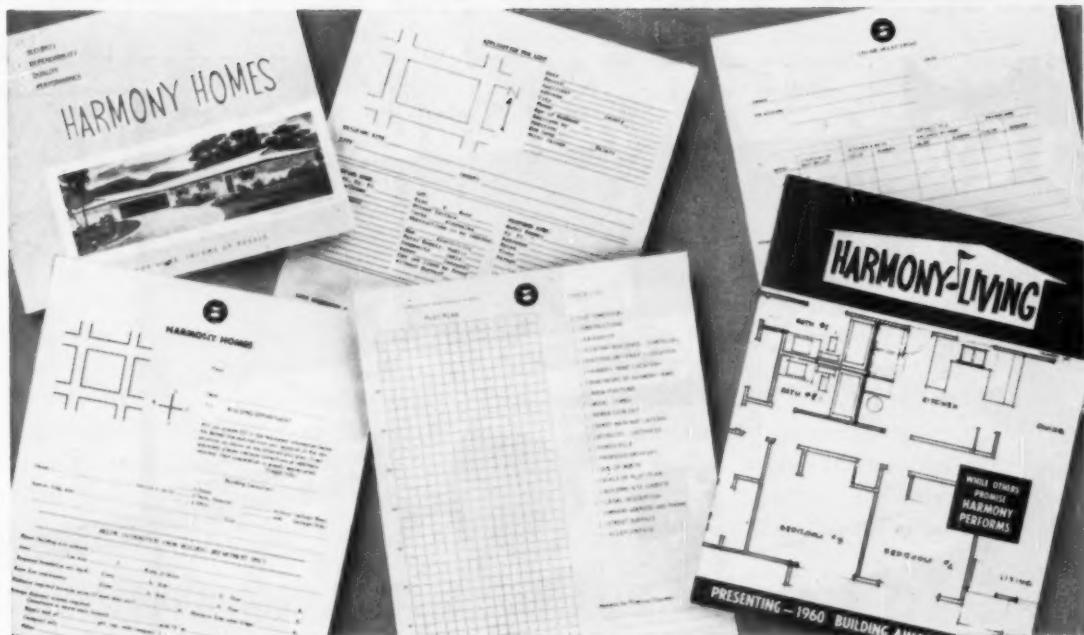
house prices, sell direct contract houses best.

Unique Sales Method

Canvassing is done in carefully selected areas where zoning permits additional homes. The object of the first call is to persuade a family to make a tour with the Harmony salesman. This involves a visit to several Harmony Homes in various stages of construction. The tour gives the salesman an opportunity to show the homes and to explain how such high quality can be sold at Harmony's low prices (\$5.70 psf average).

Harmony Management Service's records prove that if a salesman makes 40 calls a day he will get the following results. He will (1) find only 20 people at home; (2) find only 5 to be prospects; (3) find only 2 willing to take the tour; (4) sell one house.

Generally, the 40 calls can be made in 2½ to 3 hrs. A more or less "canned" approach quickly determines whether the family is a



To promotions—

Harmony Management Service provides salesmen with a variety of promotional material to stimulate sales, plus a research service that constantly tries to improve methods.

Tied to these sales aids are a variety of marketing efforts that tell the Harmony House story. These range from showing model homes to producing top-notch ads.

who already own land

prospect. So, rarely more than 2 or 3 mins. are required for the first interview unless interest develops. An average tour takes 2 hrs. or more. A call-back before or after the tour averages 15 mins.

System reflects success

All salesmen must turn in reports on calls made. This data is posted on Time Point Reports as follows: (1) one call at home earns one point; (2) one contact of prospect earns three points (3) one call-back on interview earns three points; (4) taking prospect on tour earns 24 points; (5) selling the house earns 12 points.

A working salesmen, HMS knows, can earn up to 100 points daily. The Time Point Report quickly tells a sales manager what the trouble is if a man is not selling.

Sales aided by research

Research among previous buyers of Harmony Homes provides salesmen with valuable information regarding their prospects. Most pros-

pects are wage earners. According to Harmony Management Service these people crave the experience which the buying of a home fulfills. They want security and feel a need to accumulate resources. In addition, they want community recognition. These desires can be met by a new home.

Other traits are deterrents to sales. HMS finds that wage earners have a tendency to procrastinate. Also, they fear the future—loss of a job, sickness, and the like. This gives them a tendency to follow the line of least resistance.

Ralph Burns, who heads the HMS staff responsible for sales training, stresses these traits to both new and seasoned salesmen. However, he places particular emphasis on the "new" salesmen.

The first day a new salesmen comes to work, he goes out with a trainer on house-to-house canvassing calls. At first the trainer handles interviews. After a few days, the new man takes over.

The new man then goes out alone

for a week. On the third week he returns to his trainer for review of his techniques.

The people Ralph Burns seeks as Harmony salesmen must: (1) be capable of developing enthusiasm; (2) talk well and like people; (3) make a good impression; (4) be willing to work nights and Sundays; (5) already be making, or shooting for, a minimum of \$8,000 a year.

Senior salesmen receive flat commissions of \$200 per house. Junior salesmen receive \$130 for the first sale closed within a month, up to \$200 for the eighth sale and over.

Contests spur sales

HMS stages periodic sales contests with prizes like a world cruise, to create incentive. A typical Harmony member company has five to seven salesmen. Most companies head-quarter in model homes that double as offices. To create more "tour" homes, Harmony often rents a home from a buyer for 30 days after completion, to use it as a showcase for prospective home buyers.

More General Electric Kitchens are installed



BUDGET (shown above)

The Mark 27 "drop-top" Range sets the pace for this small but sparkling kitchen. Refrigerator-Freezer (BG15T) fits flush in the corner, Washer-Dryer Combination (WD560T) and Automatic Dishwasher (SU 60T) complete the kitchen.

CUSTOM

could have a single Deluxe Oven built in one wall, matching Cooktop with exhaust hood—the built-in look every woman loves. Refrigerator-Freezer in Mix-or-Match fashion color. Automatic Dishwasher and Washer-Dryer Combination.

DELUXE

might have the double Custom Oven with a matching Cooktop. Refrigerator, Bookshelf Freezer, Dishwasher, Washer, Dryer and cabinets—all planned in Mix-or-Match fashion colors. This would be the kitchen of a woman's dreams.



"MARK OF QUALITY YOUR BUYERS RECOGNIZE"

by builders than any other kind because... women love 'em!

Here's the best salesman for your homes . . . the most-preferred kitchen-laundry in America. Whether your homes are in the low, medium or custom price range, General Electric has the kitchen to light up a customer's eye . . . turn hesitation into a signature on the dotted line.

What's more, General Electric has a Custom Kitchen Design specialist who will work with you to plan, from a wide variety of exciting

models, styles and colors, just exactly the perfect kitchen for your special needs.

Style, beauty, versatility, dependability . . . plus the prestige of the General Electric name . . . that's what a General Electric kitchen-laundry means to your prospects.

More than half of the women interviewed in a recent survey preferred General Electric home appliances above all other appliances.

You get more than sales appeal from a General Electric Kitchen

You get a builder bonus in every General Electric home appliance you install.

BONUS:

You spend less on labor and installation. General Electric's "Straight-Line" appliances make the most of your available kitchen space. They fit in easily with surrounding cabinets for an expensive built-in look.

BONUS:

Hard-hitting pre-sell program. You get a complete merchandising program, along with sit-up-and-take-notice advertising and publicity to bring prospects through the door of your Model Home. The more prospects . . . the more sales.



To find out more about General Electric Kitchens, clip and send this coupon today.

★ ★ ★

Don't forget the Medallion Home Program . . . an added Bonus for you. Ask your distributor about it.

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GENERAL  **ELECTRIC**

BONUS:

Product available locally. 100 General Electric distribution points in every part of the country insure you quick delivery . . . scheduled to your convenience. No long waits and waste of time. No early storage headaches.

BONUS:

No service responsibilities. Once your appliances are installed, all product service becomes the responsibility of your General Electric dealer or distributor. No appliance repair or maintenance worries for you!

For information, mail coupon to:
General Electric Co., Home Bureau,
Appliance Park, Louisville 1, Ky.

Have your local General Electric builder sales representative contact me.

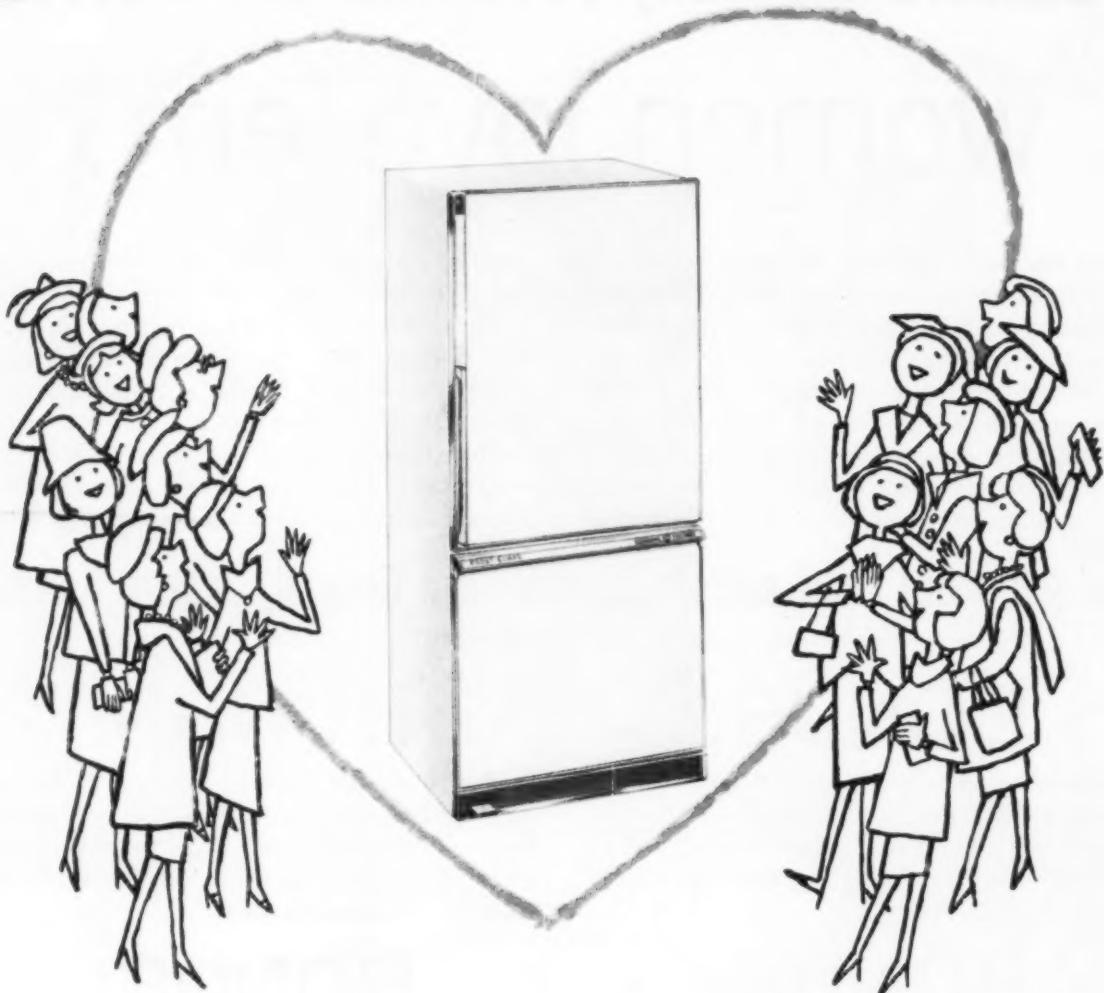
NAME _____

ADDRESS _____

CITY _____ STATE _____



Mark of Quality your customers recognize



More...and more women want a G-E Refrigerator

According to a recent survey, General Electric is the number one name in the home appliance field—and by a big margin. Could be the fact that General Electric makes such a broad line of refrigerators—many sizes, many prices, all with convenience-features the ladies obviously like. Could be General Electric's dependability—6 million refrigerators in use ten years or longer. Could be you're making sales the hard way if you're not including a General Electric Refrigerator in your homes. Your General Electric Distributor will show you how easy it is. Call him now.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

Household Refrigerator Dept., Louisville 1, Ky.





Custom Double Oven JC28; JH96 Hood, with Sensi-Temp Control; JP86 Cooktop.

General Electric's new built-in ranges for 1961



*The mark of quality your
customers recognize.*

New Hoods . . . with Eye-Hi Control System, Color-Matched Panel. Now there are three General Electric hoods for '61 . . . two of them with surface unit controls that line up at eye-level with oven controls—to form a handsome, coordinated cooking center. News, too: smart-looking removable Mix-or-Match color inserts that let hood control panel blend or contrast with the rest of the unit. (Hood colors: Coppertone or Aluminum).

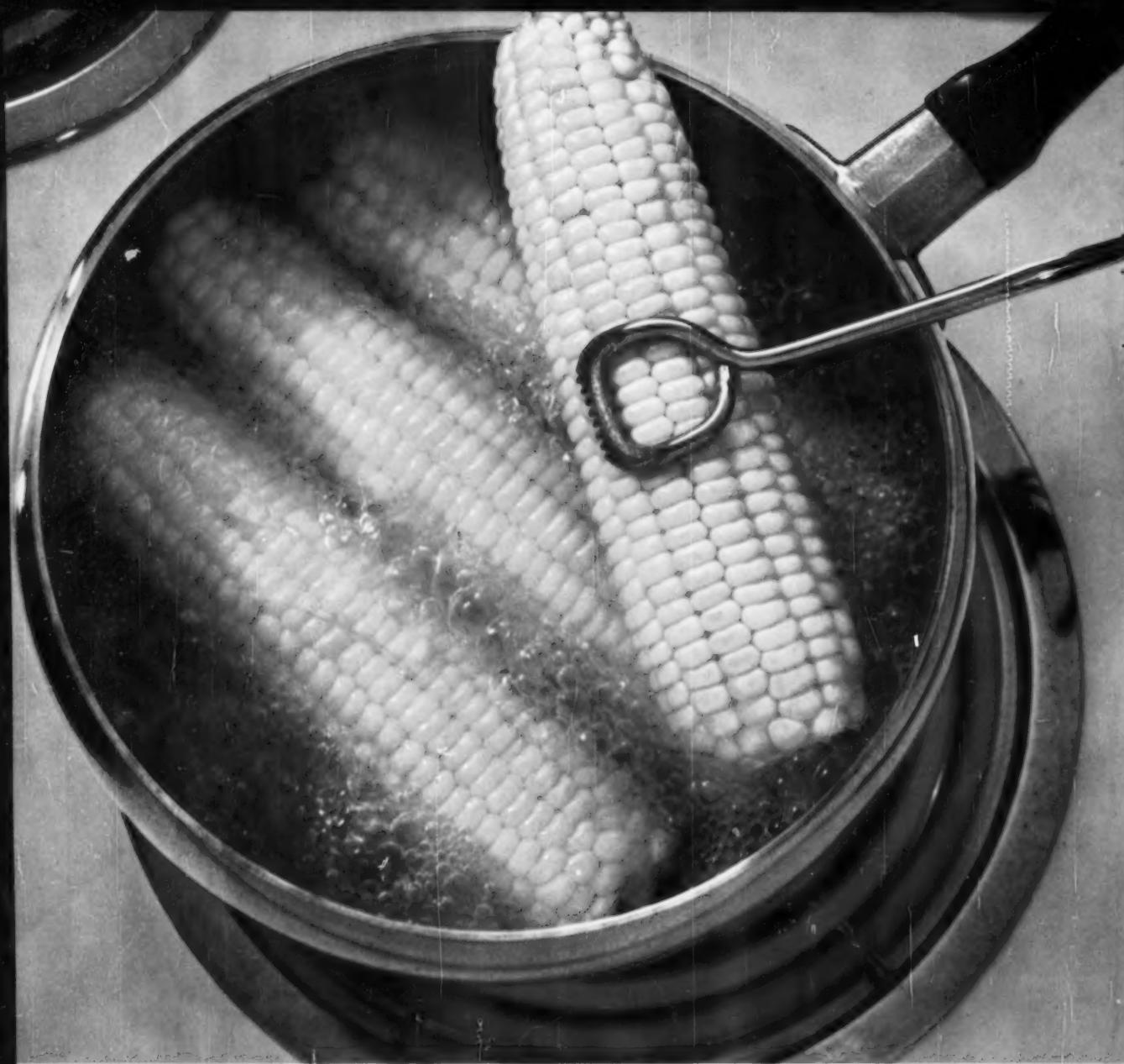
Shown above—the Deluxe ventilating hood with the added feature of a SENSI-TEMP* dial to regulate the new 3,200-watt ultra high speed SENSI-TEMP unit, of the sister surface plate. Note, too, the deluxe piano-key-type push buttons . . . the switches that control the fluorescent lamp and a powerful new fan.

New "Dinner Dial" Oven Controls. Here's a feature your customers will really go for. General Electric's exclusive new "Dinner Dial" controls on the new Custom oven line. Easiest-to-use oven controls of all, there are two sets of Dinner Dials on the double-oven models.

*Trademark of General Electric Co.



Close-up of Dinner Dials.



The new Sensi-Temp automatic surface unit is faster than ever for 1961!

Ready Set GLOW! General Electric's 3,200-watt Sensi-Temp surface unit brings 2 cups of water to a boil in 130 seconds! Now there's almost instant heat on the new ultra high speed Sensi-Temp unit. Here's all the heat food can use, combined with the most accurate automatic control on any range--so that high . . . or low . . . the heat holds evenly . . . with slim chances of scorching, burning, or boil-over.

The new Sensi-Temp's three-coil control allows this automatic unit to be used as a 4, 6 or 8-inch unit. No wasted heat, ever. No wasted time "pot-watching"

either. Sensi-Temp's made for walk-away cooking.

Wonderful Sensi-Temp. Accurate Sensi-Temp. With the high, fast heat that proves General Electric has the range of the year!

Here's your 1961 speed story to accelerate every home-buyer's interest; a heat story to warm every homemaker's heart. Combined with the new style and control system story, General Electric cooking centers become irresistible. General Electric . . . the mark of quality your customers recognize, the mark of quality that helps sell your homes.

Great combinations in General Electric ovens, cooktops and hoods

Custom-styled or Deluxe, in glowing Mix-or-Match colors, there's a General Electric built-in range combination, a type control, to suit every customer need. And remember that this year, there are *three* models of exhaust-fan hoods to choose from.

Here's a sampling of models in various combinations. Notice the new features: Dinner Dials, a combination surface unit-exhaust hood unit, Eye-Hi Controls, ultra high speed Sensi-Temp, wide-opening ovens, grey oven liners in *all* ovens, larger tinted see-through windows, wonderful new cleanability. And, of course, such popular General Electric features as an automatic rotisserie that barbecues a 20 lb. roast, and the built-in meat thermometer which sounds a buzzer when meat is ready.

For more information, plus specifications and plans for installations shown, write: Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.

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1 Single Custom Oven JC12, Cooktop JP84 with remote controls on Hood

2 Deluxe Double Oven JD24; Cooktop JP85, with remote control.





1 Hood JH94

1

Single Custom oven featuring Eye-Hi Dinner Dials, with removable control knobs that make the glass-faced control panel easy to wipe clean. Chrome trim on side of doors for extra elegance. Deluxe cooktop has four Calrod® units (one is new 3,000-watt unit). Push-button controls for cooktop are mounted at Eye-Hi level on hood. Hood has incandescent lamp, quiet-running centrifugal exhaust fan. Top or rear exhaust. Integral dampers.

2

Deluxe double-oven with new, larger, see-through window, tinted to conceal oven interior when oven is not illuminated. Grey oven liner and attractive control panel. Cooktop has four Calrod® units with the remote control mounted within easy reach.

3

The low-priced oven-cooktop-hood combination in the General Electric line—but look at the eye (and buy) appeal! Single Deluxe oven. Cooktop with sink rim design and two six-inch, two eight-inch units. Hood in Coppertone or Aluminum with top exhaust and fan switch and incandescent light switch mounted at eye level. Powerful exhaust fan moves 47% more air than last year's model. Cabinets throughout are by General Electric.

3 Deluxe Oven JD12, Cooktop JP76, Hood JH92



neat, sweet and smart... the new-idea Mark 27

*Custom-built look, but so
easy to install*

Inspiration for decorators . . . that's the smart and versatile Mark 27, the compact range with high-style adaptability. Fits between or alongside cabinets, and even in island installations. The handsome, handy recessed top continues to make news; builders like its unique, easy-installation features . . . only one unit to install, one control to connect. Space requirements are only 27" in width, 24" in depth. Saves you space, time and labor for sure!

And, of course, the Mark 27 boasts these famous General Electric pride-and-joys: big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and push-button controls. A whole range of decorator Mix-or-Match colors, plus white and coppertone.



*The mark of quality your
customers recognize*

Special all-in-one model: The Mark 27 pictured at lower right is the new all-in-one version you asked for . . . the easiest of all for you to install. This is the JM61, with the controls on the range itself. Just slide this range into position and connect. It's as easy as that.



Model JM66



Above, Model JM66



Below, Model JM61

CI

At
an
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Here
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*Trade

Cleanability-plus

General Electric's self-cleaning, swing-up Calrod® units now have Tilt-Lock hinges—so they'll stay up while other parts are being cleaned. The reflector pans are removable, and a brand-new one-piece, removable trim ring can be lifted off and washed at the sink.



The removable oven door, as well as "arms-length" oven depth, make oven cleaning easy . . . especially easy because General Electric features a smooth oven liner . . . no "seams" or cracks where grease or dirt can hide. "Starlight Grey" oven liner and the tinted window conceal the interior when the oven light is off. With a lick and a promise General Electric ovens, cooktops and hoods stay beautiful as new.

All this and Partio Cart, too

Here's one of the greatest sales promotion ideas since the patio itself. The Partio Cart* is a complete outdoor cooking center on wheels. It's an electric range on one side, a charcoal barbecue on the other . . . a serving bar on top and on both sides. There's even a gay umbrella (optional) to top it off. Rolls easily on four rubber-tired wheels. A Partio Cart, on patio, porch or terrace of your model home, is a real attention getter!

*Trademark of General Electric Co.



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GENERAL  **ELECTRIC**



Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.



The unit is hidden behind the picture.

Only from General Electric... room air conditioners that fit, not fight, your customers' decorating schemes

See how attractive "decorator baffles" in these pictures completely conceal General Electric Built-Ins.

Designed specifically for home builders for through-the-wall installation. Inside, the General Electric Built-In can be installed high or low in the wall to blend with any décor. Outside, the neat aluminum grille enhances any style architecture.

It becomes part of the wall. The case is exactly as high as two building blocks, six courses of standard brick or five courses of jumbo brick. Case fits between a standard two-stud width.

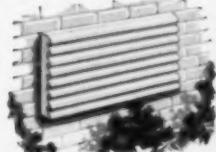
No expensive ductwork or plumbing are needed. This means a General Electric Built-In Room Air Conditioning system costs less than most central systems and offers individual room control.

General Electric Built-In room units are available in 6,500 and 10,000 BTU* capacities with your choice of aluminum or steel case, stamped or louvered aluminum outside grille.

Installation sleeves also are available for building in three heat pump air conditioners for cooling and heating; and five high-capacity units ranging from 9,500 to 18,000 BTU's. There's a General Electric Room Air Conditioner for every cooling problem. See your General Electric Representative.

*Capacities are tested and rated in compliance with NEMA Standard CNI-1960, and are stated in terms of British Thermal Units.

GENERAL ELECTRIC BUILT-IN THINLINES ARE EASY TO INSTALL



THE MARK
OF QUALITY
YOUR CUSTOMERS
RECOGNIZE.



PAPER IT...



OR PANEL IT

Room Air Conditioner Department, General Electric Company, Louisville 1, Ky.

The case becomes part of the wall during construction. The unit slides into the case later. Or slides out just as easily, for servicing. That's all there is to it.

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THIS IS THE YEAR TO PUT A GENERAL ELECTRIC WASHER RIGHT HERE!

MODEL MA-1000



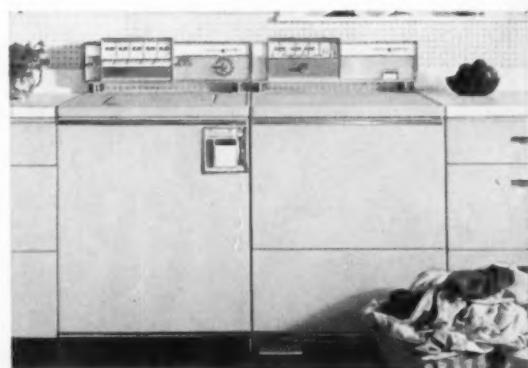
General Electric Filter-Flo[®] Washers fit like 'built-ins'!
1961 line saves almost a half foot in depth...fits flat against
the wall...yet washes a 12 lb. bigger-than-ever load!

The new General Electric Filter-Flo Washers take less space, yet wash a full 12 pounds. That's 20 percent more capacity, compared to previous models.

Hoses and plumbing connections are recessed in cabinets so the machines fit like 'built-ins,' flat against the wall. All are counter height (36") and depth (25"); make an easier, better looking installation. Pre-Set Water Level Selector for small, medium or large loads.

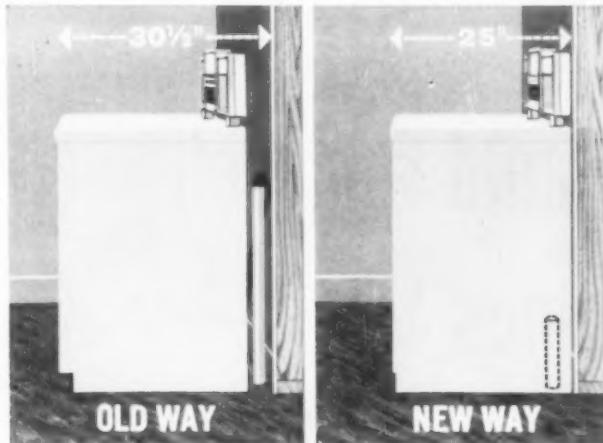
Matching High-Speed Dryers, of course. Why not look at the wide selection and at the Combination Washer-Dryer before deciding what to install in homes you are building?

For full details on General Electric Filter-Flo Washers ideally suited for home builders, write to General Electric Co., Bldg. 1, Room 207D, Appliance Park, Louisville 1, Ky.



General Electric Filter-Flo Washer with matching High-Speed Dryer available in colors or white.

What a tremendous difference where space is important!



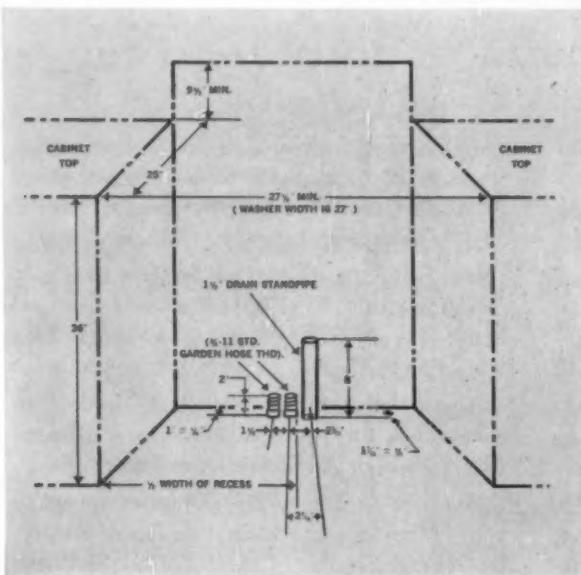
This graphically illustrates how you save almost 6" in depth regardless of where the General Electric Filter-Flo Washer is installed. As a builder you know how important this is.

Remember, too, that the new counter height and depth and 'built-in' feature make General Electric Washers ideal for kitchen or other living area installation.

You also know the value of quality names in appliances, fixtures, heating systems and home furnishings. And there is no more reputable name in the entire appliance field than General Electric!

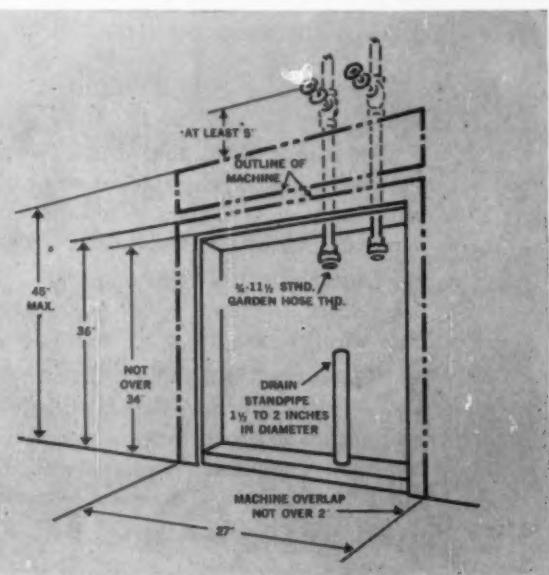


Roughing-in dimensions for flat-to-wall installation



For non-recessed wall installations. (left) This General Electric Filter-Flo Washer may be installed flush-to-wall, as illustrated above, with special Installation Kit available from General Electric distributors. The kit contains drain hose, drain air-brake and complete instructions for installation.

For recessed wall installations. (right) Recessed wall installations may be done as shown above. Here no special kit is required.



Both types of installation are easy, neat and attractive. When installed, this new General Electric Filter-Flo Washer fits between standard counters to look like a custom job. It will add "sell" appeal—and increase the value of your house.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



Make the "Mark of quality
your buyers recognize" work for you

4 reasons why it's easy to build and sell Medallion Homes equipped by General Electric

1. **One source saves your time**—All the electrical supplies and appliances required to help you meet Medallion Home standards are manufactured by General Electric.
2. **General Electric helps you plan**—You get expert assistance in all your planning—from wiring and lighting to kitchen design.
3. **Homebuyers are sold on General Electric**—They know that General Electric products are loaded with extra features and convenience. They know that General Electric stands for quality and dependable service, too.
4. **General Electric helps you sell**—right on your own doorstep. General Electric's going

plumb *local* with advertisements and promotion displays in 44 markets to help builders sell Medallion Homes equipped by General Electric.

As a builder of these homes, you'll also reap the benefits of a mighty cooperative merchandising program, local publicity assistance and many "on site" sales aids customized to help you sell your homes in your own community.

Make the National Medallion Home Program work for you. Call your local General Electric Major Appliance Distributor today.

See how electricity can add sales appeal to your homes. See the Medallion Home Exhibit by General Electric at the N.A.H.B. Show.

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GENERAL  **ELECTRIC**

Residential Market Development Operation, General Electric Company, Appliance Park, Louisville 1, Kentucky.



Vina-Lux® FLOORS
add value to your homes...
yet cut construction costs

The luxurious look of Vina-Lux vinyl asbestos tile plus its grease resistance and easy-cleaning qualities help increase the appraisal value and sale-ability of your homes. But that's not all...

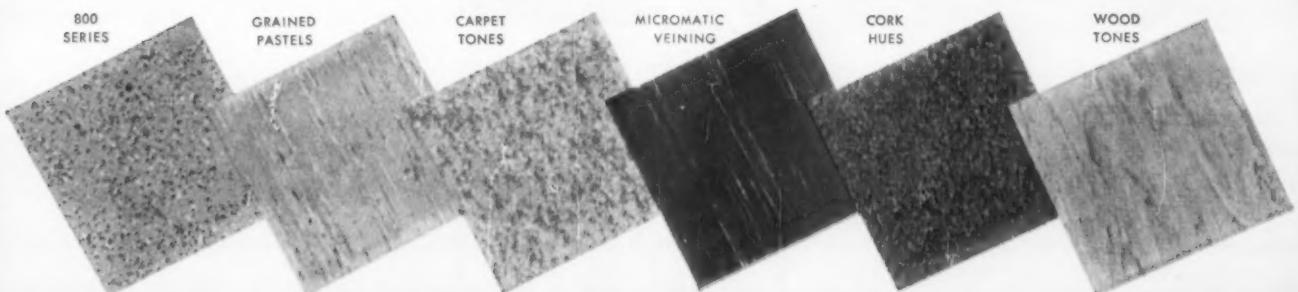
Vina-Lux actually reduces construction costs because it can be installed quickly and easily on or below grade over concrete slab — today's lowest-cost construction method — or over wood or plywood sub-floors.

Samples of nationally-advertised Vina-Lux, a model home merchandising kit, and idea-packed "Vina-Lux Floor Styling Handbook" are yours free. Write today!

AZROCK FLOOR PRODUCTS DIVISION
Specialists in the manufacture of vinyl asbestos tile and asphalt tile flooring
UVALDE ROCK ASPHALT COMPANY • 541A FROST BANK BLDG. • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement



see the 20th CENTURY



1200 SQ. FT. - 3 or 4 BDR'S - 2 BATHS...

Housing's Great Breakthrough of the 20th Century



No. 1—Production line
20th Century Plant



No. 2—Basement foundation



No. 3—8:00 A.M.
Section #1 placed



No. 4—8:45 A.M.
Section #2 placed



No. 5—9:30 A.M.
Section #3 being picked up

at the NAHB show...

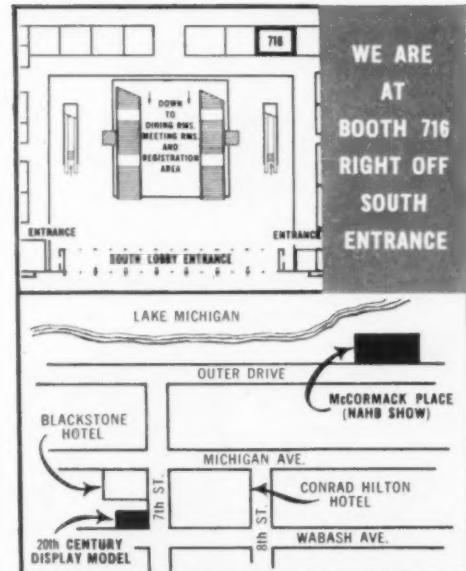


COMPLETED IN ONE DAY. **\$8950**

20th Century Highlights

- Completely erected in one day ready for occupancy on builder's foundation.
- By 20th Century's own erection organization at firm price to builder—\$8950*.
- Finished cost \$1500 — \$2000 under comparable houses in most markets.
- 90% conventional mortgage financing plan for purchasers in most areas. Buyer's payments start 6 months from occupancy.
- Complete sales and promotional program including advertising and display model furniture.
- No cash invested in houses in process — all payments disbursed from closings on pre-sold program.
- Crawl space or basement models.
- Wide architectural variety in colonial styling.
- Quality ponderosa pine colonial windows, doors and millwork.
- Long lasting DuPont acrylic exteriors.
- Large family room-kitchens . . . separate dining rooms.
- Luxurious beam ceiling living rooms.
- Aluminum sliding patio doors.
- Luxury walnut furniture finish cabinets and interior doors.
- Mosaic tile bath — pure vinyl floors.
- Formica kitchen counters — pure vinyl floors.
- Built-in range and oven.
- Indirect lighting.
- Optional wall-to-wall DuPont nylon carpet with 5 year warranty.

*Plus State Sales Tax where applicable



Please have your representative call on me with complete details of the 20th Century Program

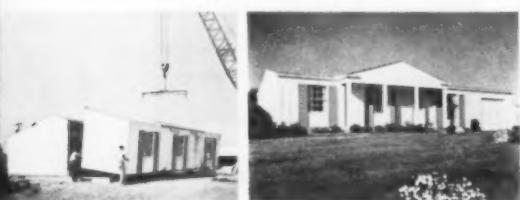
Name _____ Address _____ Phone _____

I am interested in Project Building "On Your Lot" Operation

I have been building _____ homes per year in the \$ _____ price range.

I presently have _____ developed lots available.

Mail to: 20TH CENTURY HOMES • 2001 N. Westwood, Toledo 7, Ohio



No. 6—10:00 A.M.
Section #3 being placed

No. 7—5:00 P.M.
Classic model complete

1200 SQ. FT. - 3 or 4 BDR'S - 2 BATHS..

Housing's Great Breakthrough of the 20th Century



No. 1—Production line
20th Century Plant



No. 2—Basement foundation



No. 3—8:00 A.M.
Section #1 placed



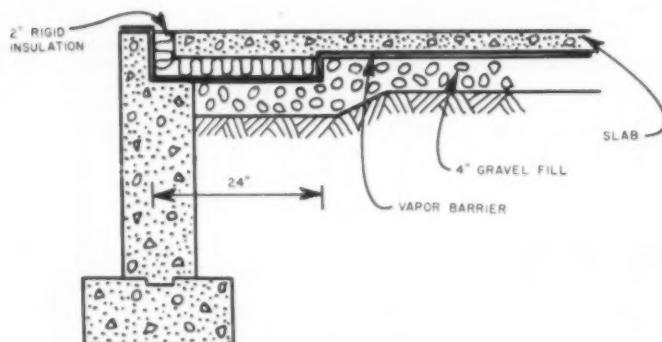
No. 4—8:45 A.M.
Section #2 placed



No. 5—9:30 A.M.
Section #3 being picked up

ASK THE EXPERTS

Use perimeter insulation, to cut heat loss



How to minimize heat loss
in slab-on-grade construction

QUESTION: What are the objections to using slab-on-grade construction in the Northeast? I've been led to understand that owners complain about cold floors unless radiant heating is installed in the

foundation system.

Can you give me some idea of proper construction and procedure for this type of floor, especially in regard to insulation? Also, how can a forced warm air heating system be adapted for use with slab-on-grade? Is it necessary to use an attic distribution system?

ANSWER: There is no real objection to using slab-on-grade where the slab is properly insulated.

The greatest amount of heat loss occurs through the edge of the slab, and it is here that insulation can really make the difference. The slab should be cut off from direct contact with the foundation and the ground by a 2" perimeter strip of rigid insulation—expanded polystyrene or cork—which also runs back under the slab for 24". A vapor barrier should be placed over 4" to 6" of gravel fill, thus cutting off moisture penetration from the ground to the slab above.

If a buried pipe or cable radiant heating system were to be used, it would be advisable to cover the entire area under the slab with rigid insulation.

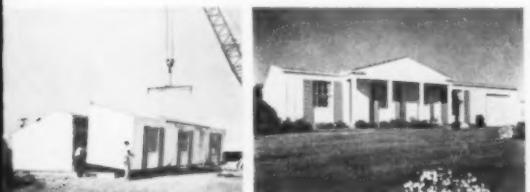
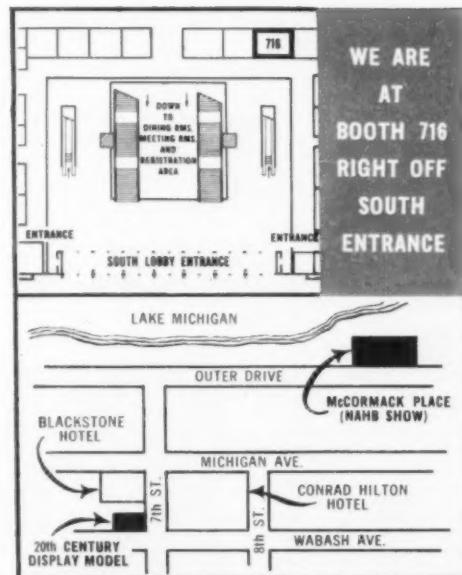
In an in-slab forced warm air distribution system, the supply and return ducts are simply buried in the slab. (See Ramsey and Sleeper

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- Completely erected in one day ready for occupancy on builder's foundation.
- By 20th Century's own erection organization at firm price to builder—\$8950*.
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- Mosaic tile bath — pure vinyl floors.
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- Built-in range and oven.
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- Optional wall-to-wall DuPont nylon carpet with 5 year warranty.

*Plus State Sales Tax
where applicable



No. 6—10:00 A.M.
Section #3 being placed

No. 7—5:00 P.M.
Classic model complete

Please have your representative call on me with complete details of the 20th Century Program

Name _____ Address _____ Phone _____
I am interested in Project Building "On Your Lot" Operation
I have been building _____ homes per year in the \$ _____ price range.
I presently have _____ developed lots available.
Mail to: 20TH CENTURY HOMES • 2001 N. Westwood, Toledo 7, Ohio

AB-1

New floor tile discovery from Romany-Spartan...

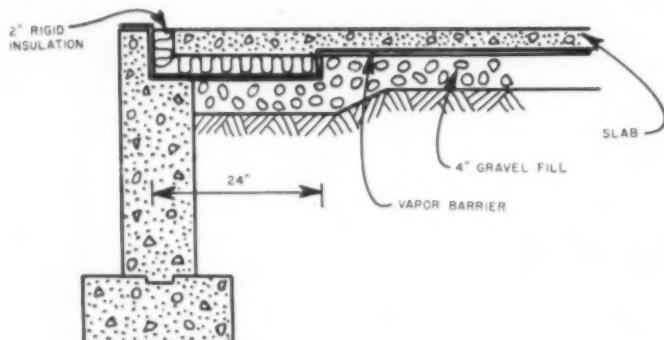
CERAMAFLEX*

rubber-cushioned ceramic mosaics

in 9" squares



Use perimeter insulation, to cut heat loss



How to minimize heat loss in slab-on-grade construction

QUESTION: What are the objections to using slab-on-grade construction in the Northeast? I've been led to understand that owners complain about cold floors unless radiant heating is installed in the slab. But this strikes me as being so expensive as to offset any cost advantages of the slab-on-grade

foundation system.

Can you give me some idea of proper construction and procedure for this type of floor, especially in regard to insulation? Also, how can a forced warm air heating system be adapted for use with slab-on-grade? Is it necessary to use an attic distribution system?

James McKenna
Builder
Mechanicsville, N. Y.

ANSWER: There is no real objection to using slab-on-grade where the slab is properly insulated.

The greatest amount of heat loss occurs through the edge of the slab, and it is here that insulation can really make the difference. The slab should be cut off from direct contact with the foundation and the ground by a 2" perimeter strip of rigid insulation—expanded polystyrene or cork—which also runs back under the slab for 24". A vapor barrier should be placed over 4" to 6" of gravel fill, thus cutting off moisture penetration from the ground to the slab above.

If a buried pipe or cable radiant heating system were to be used, it would be advisable to cover the entire area under the slab with rigid insulation.

In an in-slab forced warm air distribution system, the supply and return ducts are simply buried in the slab. (See Ramsey and Sleeper "Architectural Graphic Standards" for details.)

Ed.

Where to get information on how to insulate cabins for winter use

QUESTION: I am planning to build a camp on the shore of Lake Champlain. I am wondering about the question of insulation of the cabins should they be used in winter. The T&G roof boards will serve as an exposed ceiling so it is impossible to use conventional batt insulation. Can you suggest some alternatives, and sources for information on winter insulation?

James Sykes
Developer
S. Burlington, Vt.

ANSWER: If you intend to use the cabins in wintertime, they should be insulated. Instead of a single layer of tongue and groove planks for your ceiling, you might consider a sandwich of batt insulation between two layers of planking, or rigid insulation fastened to the planking from below.

For some general information on insulation and insulating materials, see American Builder, June '60, page 166; or write to the Small Homes Council, Univ. of Illinois, Urbana, Ill. for booklets F6.0 and F6.2 (15¢ ea.). For plans of vacation cabins, write the Douglas Fir Plywood Ass'n, 11119 A Street, Tacoma 2, Wash.

Cure for a sweating floor: nailing strips and new plywood flooring

QUESTION: A customer of mine has a sun porch approximately 18' square attached to the south side of his house. The walls are regular windows on an enclosed rail 2'-6" from the floor. A hot air heat duct has been installed from the house through the box sill as the floor is one riser below the house floor. There is no cold air return.

The floor is concrete with a hard troweled finish in color and not less than 14" above grade; on the south side it is more. I assume the floor is 4" thick and poured on a gravel fill.

The problem is a sweating of this floor to the extent that it will get slimy and moldy.

Can you tell me how this condition can be corrected? It is not objectionable to raise the floor line two or three inches if insulating concrete would be the answer.

Edward Warren
Builder
Sheffield, Mass.

ANSWER: If your customer does not object to the raising of the floor line, we would recommend that you nail 1x2 wood furring strips on top of the present floor and attach new plywood flooring on top of these

furring strips.

If the sweating is quite extensive, you may use 2x4s instead of the 1x2 furring strips, thereby increasing the air space. The space between the present floor and the new plywood flooring should be left open, rather than filled up with some kind of insulating material. This is more economical and will do just as much good.

We would also suggest your installing a cold air return in the room since the heating system cannot function properly without movement of air and that is not accomplished if no cold air return is available.

George A. Kennedy
Structural Engineer
Chicago

Do you have a construction problem?

Write to:

Ask the Experts
c/o American Builder
30 Church Street
New York 7, N. Y.

New floor tile discovery from Romany-Spartan...

CERAMAFLEX*

rubber-cushioned ceramic mosaics

in 9" squares

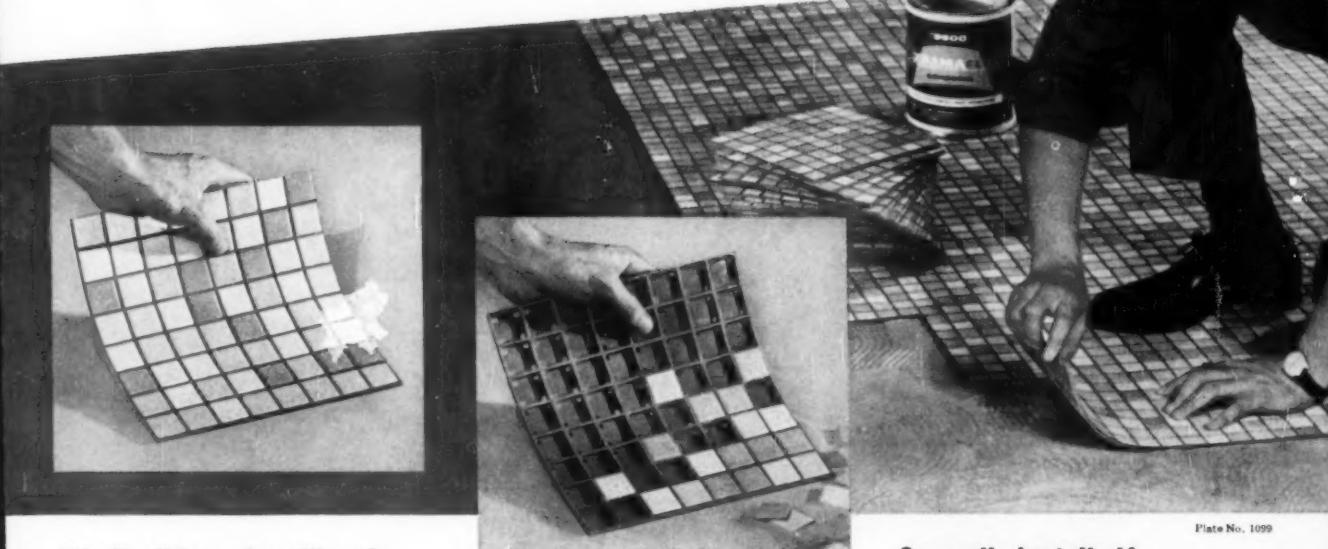


Plate No. 1099

It's flexible and resilient!

Ceramaflex, because of its unusual flexibility, adjusts automatically to minor imperfections in sub-floor. But the rubber grid which makes this possible serves other functions, too. Ceramaflex floors are quiet because they are mounted in *resilient* rubber which acts as a cushion between the ceramic mosaic tiles and the sub-floor, and they are easy on the feet. Heavy furniture and appliances will not dent the surface.

To you, Mr. Builder, Ceramaflex can be a powerful sales tool. This labor-saving, high quality product embodies all the most-wanted qualities of ceramic tile, plus *two important additions*: floors that are both *quiet and easy on the feet!* This makes resilient Ceramaflex ideal for kitchen and family room as well as bath, entrance hall and utility room. You're well aware of customer preference for ceramic tile in the bath. Now—try Ceramaflex in other rooms, too, and see how promptly and enthusiastically your prospects respond.

Ceramaflex is as *new as tomorrow*. If samples and product data are not available through your tile contractor, write for Bulletin RS-228, United States Ceramic Tile Company, Dept. AB-12, Canton 2, Ohio.

Tiles are mounted in rubber pockets!

Each of the 64 ceramic mosaics that make up one 9" x 9" unit is permanently bonded in a pre-formed rubber grid. Because the edges of Ceramaflex 9" x 9" units are beveled, they lay up so tightly that joints are unnoticeable in the finished job.

So easily installed!

Because Ceramaflex is pre-grouted, installation is simple and fast. It's ready for use the instant it's laid. Ceramaflex is installed with a special adhesive as quickly and easily as conventional resilient floor tile. It can be installed satisfactorily on or below grade as well as above grade, over proper sub-flooring. Simple, rapid installation results in application cost substantially lower than that of conventional ceramic mosaic floors.

PRODUCT DATA

CONSTRUCTION. Made of Romany-Spartan unglazed 1" x 1" ceramic tiles which are securely bonded in a flexible rubber grid.

DIMENSIONS. Ceramaflex flooring units are 9" x 9" squares...and $\frac{1}{2}$ " thick. Each Ceramaflex floor unit is composed of 64 ceramic mosaic tiles approximately: 1" x 1".

FINISH. The surface of Ceramaflex is sealed at the plant with a protective coating to prevent wearing-in of dirt and grime.

COLORS. Random medley patterns in twelve handsome color combinations.



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 $\frac{3}{8}$ " of integrally-waterproofed protection from
the weather.

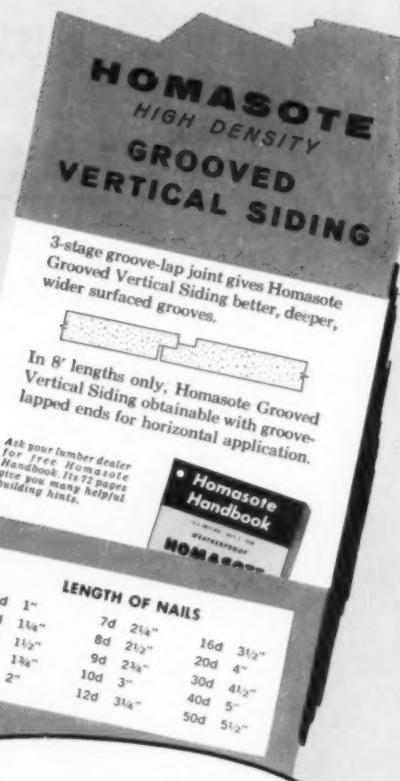
Only Homasote
is more economical than G.V.S.
It's of integrally-waterproofed protection from
the weather.

Variable widths help stabilize expansion and contraction movements. Variable

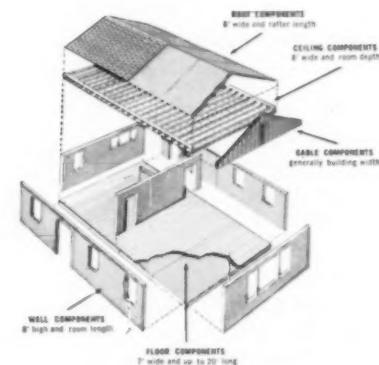
Whenever you cut the price of a house by \$175, you increase the number of potential customers. If you cut the down payment substantially, many more people can afford to buy.

Homasote can help you cut your costs—either step by step or in terms of the whole structure. Both the size of the Big Sheets (up to 8' x 14') and their *weatherproofness* save you money at every point. Moreover, they permit uses not possible with other materials.

The major facts about each product are presented in briefest terms—on a colorful Nutshell Card (as pictured above). Handy reference figures—such as nail lengths—are included. Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money at some point of construction—and still give the home owner higher quality, finer appearance and more lasting satisfaction. And—be sure you always have available a copy of the latest edition of the 72-page Homasote Handbook. Kindly address Department A3.



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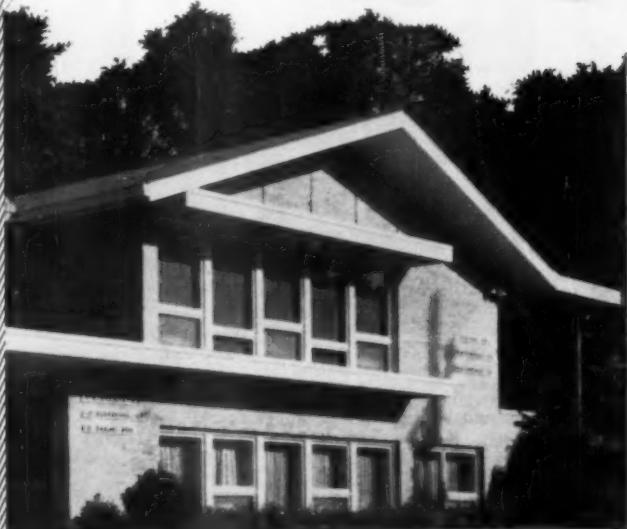
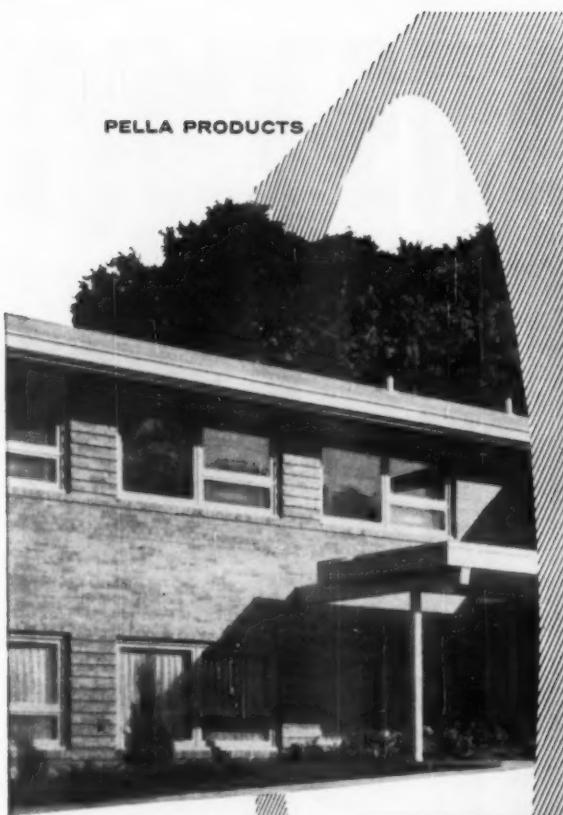
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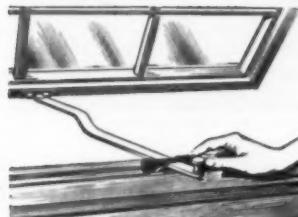
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8:01 a.m. Hinge jamb is placed in starting position and rotated to vertical. Lightweight sturdy 22 gauge, rust-resistant steel sections are easy for one man to handle.



8:02 a.m. Place header in starting position and rotate to horizontal position. Note trim hairline-mitered corner. Provides neat, professionally-finished appearance without on-the-job fitting.



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NEW STEEL FRAME FOR WOOD DOORS AND DRYWALL.
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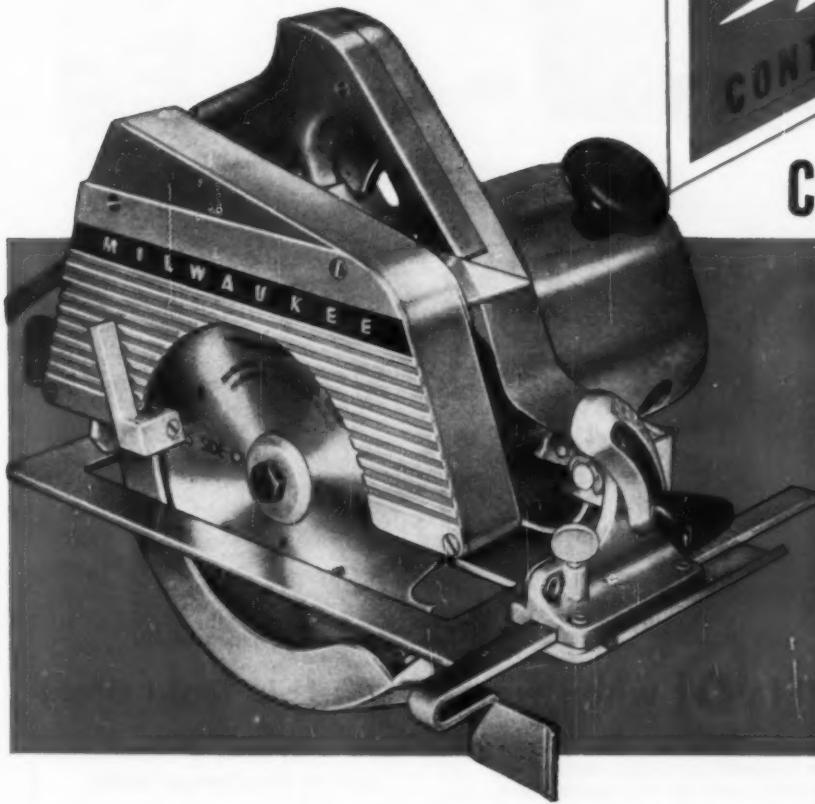
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Today more people than ever are cooking with  GAS!



36,000 go through contemporary promotion house built by San Diego Unit Masonry Association

A SHOWCASE of masonry, the San Diego Unit Masonry Association's project house features quality and livability of masonry in its brick, block, and stone construction. Designed by Robert Platt, A.I.A., and built by General Con-

tractor J.N. Mortenson, the house encloses 2,150 sq. ft. Masonry walls are 68" high. A postcard survey of 36,000 visitors yielded favorable comments about design, low maintenance characteristics, rugged construction.

First luxury home development since W.W.II slated in S.F.

Golden Gate Heights will be the scene of San Francisco's first luxury home development since W.W. II. Designed by Crocker Associates for "maximum indoor-outdoor living," the 26-home development will be built by Sheldon Associates. The 3-bedroom units—priced from \$40,000 to \$45,000—will be constructed on a "semicustom" basis. Buyers will have a voice in the design of their homes.

Alaska-bound prefabs shipped from Indiana; stop at Seattle

Alaska is a long haul from Indiana—especially so when you're hauling 41 prefab homes the 4,000 miles.

Midwest Quality Homes, Carlisle, Indiana, got the job done recently by splitting the houses along their longitudinal dimension and loading them on railroad flatcars. First stop was Seattle, where the houses were transferred to barges bound for Anchorage.

Each unit, in the \$13,000 to \$14,000 price range, was complete, ready to be placed on the foundation and sealed together.

Why prefab for Alaska? Prefab production techniques appeal to Alaskan builders who have a short money-making season.

Hillside subdivision costs nearly double flat-land costs

Improvement costs for hillside subdivisions can run as high as \$4,000 per lot, reports Leonard Gerkin, land planner with Engineering Service Corp., Los Angeles.

In flat land, costs average \$2,000 to \$2,500 per lot. For hillsides, grading alone may run \$1,320 per lot.

If rock is involved, costs soar to about \$1,650 per lot, compared to \$325 in flat land. Sewers are another costly item: about \$500 per lot.

Extra cost for street improvements runs about 10% above that for flat lots. Cost of storm drain systems, which are often unnecessary on flat land, may exceed \$200 a lot.

Construction course offered at Portland, Oregon, college

A 12-week course to familiarize students with methods and materials of modern construction is now being given at Multnomah College, Portland.

Class instruction includes office procedures, materials, mensuration, mathematics, structural design, specifications, methods, and time and motion study.

San Mateo gets first co-ops

Next March is the opening date for San Mateo's (Calif.) first co-operative apartments. The structure will have 36 units; full prices will range from \$11,800 to \$27,100. Mogens Mogenson is the architect, and Louis Ledger is the contractor for the project.

Phoenix builder breaks records

Ralph E. Staggs, president of Staggs-Bill Homes, reports that his firm has broken his previous sales records for a single fiscal year.

In the year ending October, 1960, 1,351 houses were sold in the metropolitan Phoenix area. Staggs emphasized this is a net figure representing the exact number of escrows closed. The firm now has about 9,000 houses to its credit since it began building in Phoenix 11 years ago.

Good building sites tucked in cities, says Fritz Burns

"You don't always have to find the large tracts of land on the periphery of a city, with problems of utilities, and so forth." So said F. B. Burns, president emeritus of NAHB and prominent Southern California community developer, at a congress of the Building Contractors Association of California, Inc.

"There are many small pockets of land—three, four, or five acres—tucked in and around some of our most highly populated areas.

"I observed this by just driving around the little town of San Fernando. Here is a little city that in some respects is busting at the seams, and yet, at the same time, you can find one and two acre pieces just ripe to go ahead."

Estimator's man-hour manual

An accurate and convenient method of estimating direct labor for complete general construction work in any given system, plant, or location is the subject explored in a new manual: Estimator's General Construction Manhour Manual; Gulf Publishing Co., 1960. Price, \$10.

The scores of man-hour tables in the manual contain thousands of easy-to-use listings. It gives a dollar and cents perspective into the costs of field labor.

URBAN RENEWAL NOTES is a six-page bi-monthly on new advances in the Urban Renewal Program, news items to keep you abreast of what other builders are doing in their communities. Available by subscription from Housing and Home Finance Agency, Urban Renewal Administration, Washington 25, D.C.



ANGLE-VIEW of front of three-level "Amherst" model shows 2-car garage, attractive combination of board-batten and masonry siding, chimney venting two fireplaces. All-

electric house has 4 bedrooms (all on upper level), plus 4 baths. This house is in the builder's College Park Estates, a planned community that will include a total of 404 homes.

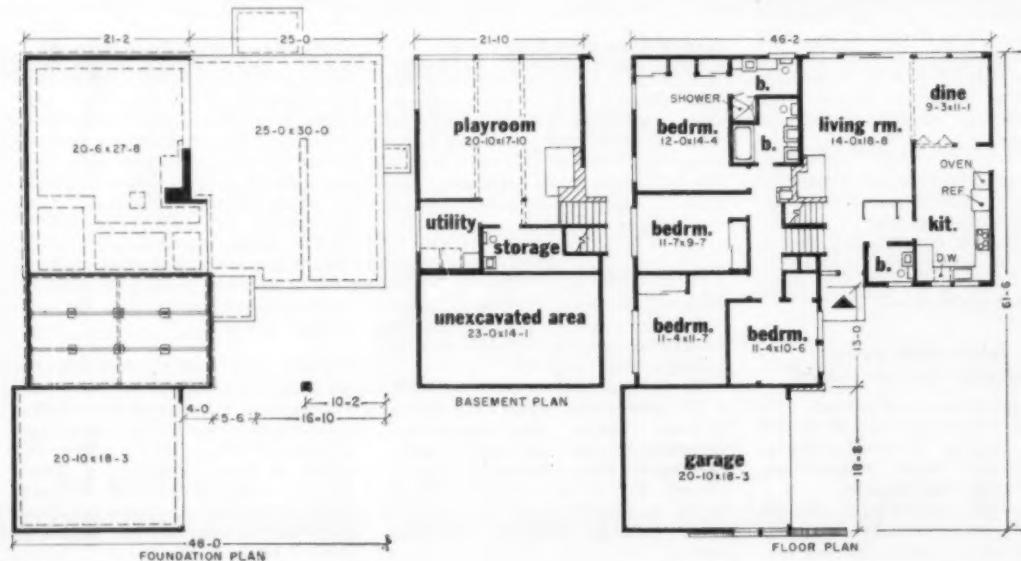
A fireplace chimney forms

Even in sunny California (in this case, Long Beach), nights can be chilly. So S&S Construction Co. has given this 4-bedroom, 4-bath three-level added buyer appeal by offering fireplaces in both living

room and downstairs playroom.

The all-electric "Amherst" model, with 2,293 sq. ft. of living space and a two-car garage, is priced at \$24,900 without land. Price with unlandscaped 58' x 110' lot is \$33,900.

Brand-Name Products in This House—Selectite kitchen, bath tile; Frigidaire dishwasher, range, oven; Williamson kitchen cabinets; Fenestra sliding & casement windows; American-Standard plumbing; Pioneer heating; NuTone and Stantony ventilators.





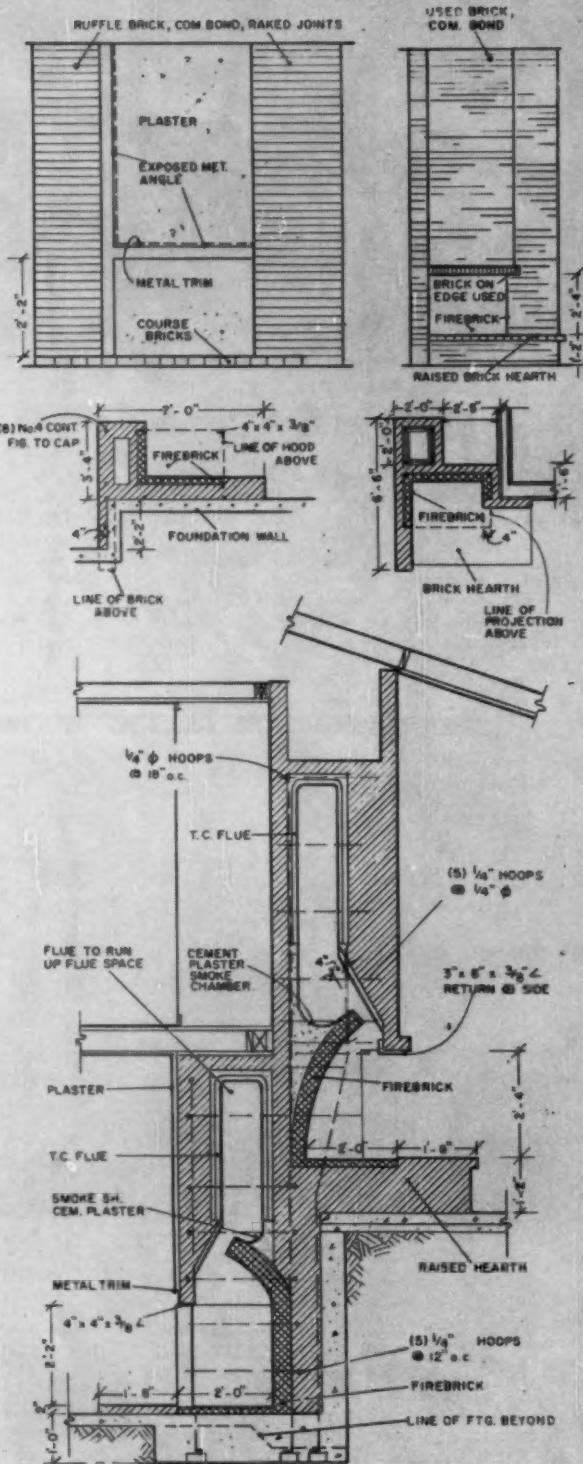
RUSTIC MASONRY fireplace, warm wood paneling, vaulted ceiling give living room a distinctive, inviting look. Split stairway to upper and lower levels is behind fireplace.

core of this split



STAIRWAY TO UPPER and lower levels as seen from hall outside the living room. Bedrooms are upstairs. Playroom, utility and storage areas are in basement.

HOUSE OF THE MONTH DETAIL PLATE



SELECTED NORTHERN HOUSE



This low-cost pre-cut split-level offers a lot of space for the money

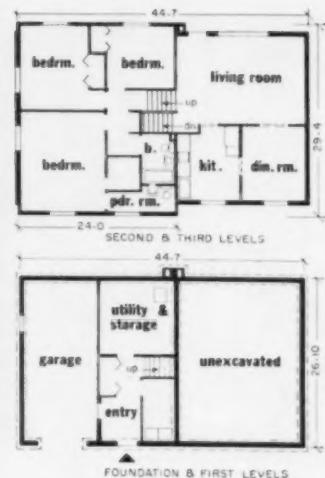
This pre-cut split is proving to be a popular attraction in the Pittsburgh area. It offers more-than-ample living and lot space.

Precut by the builder, Edward M. Ryan, Inc., the economical "Lance" model is priced at \$13,000 without land (\$16,500 with lot).

Finished living area of the 3-bed-

room, 1½-bath home is 1,400 sq. ft. It is constructed on a 60' x 125' lot and has a 1-car garage. The Lance also has 127 sq. ft. of unfinished basement area.

The house is one of a projected 200 homes under construction in a suburban Pittsburgh development. It's equipped with gas range and



oven, plus wall-to-wall carpeting in living and dining rooms.

Most popular sales features of the homes proved to be the half-bath off the master bedroom, and the brick to grade on the front elevation, which mask concrete block. The builder used aluminum and brick as exterior siding materials.

SELECTED SOUTHERN HOUSE



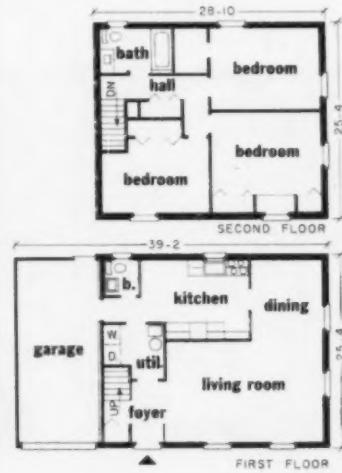
Southern two-story is detailed for variety in exterior styling

This Louisville-area two-story by Bollinger-Martin, Inc. is a traditionally-styled home for an area that is steeped in tradition.

But for potential buyers who want something less imposing than the columns on the model above, the builders offer two other front elevations that hew more closely to

the colonial concept.

Finished living area in the 3-bedroom, 1½-bath "Buckingham" model is 1,384 sq. ft. Included in the purchase price of the home are 288 sq. ft. of covered patio area (at right in photo above); a 1-car garage; a washer and dryer, oven and range, dishwasher, disposer, freez-



and refrigerator.

Brick siding has proved to be the best exterior sales feature of the home; zoned, two-story living is the best interior feature.

Bollinger-Martin has priced its "Buckingham" model at \$17,900 to \$19,900. The builders reckon land cost at 16½% of purchase price.



Entrance Hall—Good clothes deserve good care. K-V closet fixtures are designed to protect the shape, tailoring and fabric of fine garments and accessories. And they increase closet capacity.



Living Room—The trend is to built-ins and open shelves. It's easy for customers to add these touches of elegance with K-V door and adjustable shelf hardware.



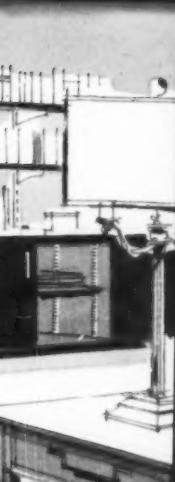
★ *Top Quality* ★ *Easy Installation* ★ *Trouble-free Performance*
...and the best known line in the business!

Family Room—They'll need plenty of cabinets and shelves in their family room. Necessary and practical items, so easily built by the head of the house with K-V shelf hardware, drawer slides.



Bedroom—People want practical closets. K-V fixtures increase capacity, save pressing hills and make closets so easy to use, they almost hand out the clothes.





open wall shelves. It's
series with K-V sliding



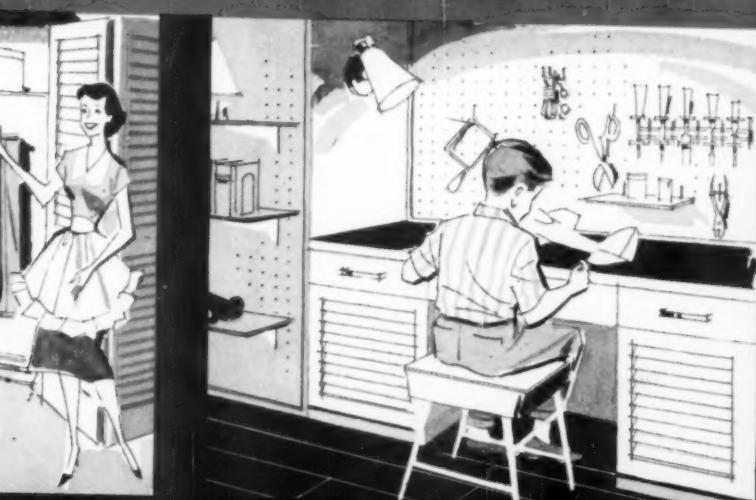
Kitchen—Women love a care-free kitchen. And K-V kitchen fixtures keep towels, cups, pots and pans readily at hand, but neatly out of sight. Shelf hardware, drawer slides, too.

KV gives
you more
of what you're
looking for!

rmance

K-V fixtures increase
so convenient they

Hobby Room—K-V Handy Hooks are available in over 200 styles, will fit all standard perforated panels, and have thousands of uses in hobby rooms, workshops, garages, too.



KV**Closet and Kitchen Fixture**

K-V 1 CLOTHING CARRIER Virtually doubles closet space. Easily installed. One pull and an entire wardrobe glides into easy reach. For closets 10" to 48" deep. Bright nickel-plated finish.



K-V 2 EXTENSION CLOSET ROD Five sizes to fit any closet. Won't sag under heavy loads. Easy to install. Ideal for closets too shallow for K-V 1 clothing carrier. Bright, nickel-plated finish.



K-V 3 GARMENT BRACKET Put work. Holds six or more garments. For closet walls or doors. Available in lengths. Bright chrome finish.



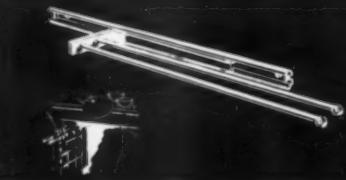
K-V 690 SINGLE ROW PAN RACK Holds 7 utensils. Ball-bearing carrier slides out at slightest touch. Fastens on underside of shelf. Only 2 1/2" wide, 20" long. Bright chrome finish.



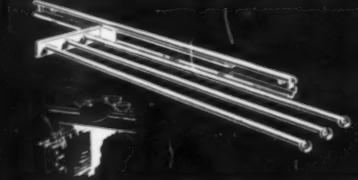
K-V 790 DOUBLE ROW PAN RACK Holds 14 pans neatly and orderly; glides into reach, disappears back into cupboard. Fits on underside of shelf. 5 1/4" wide, 20" long. Bright chrome finish.



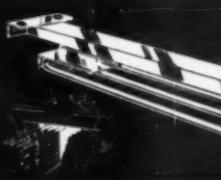
K-V 791 SLIDING CUP RACK Glides in and out again. Saves space, chipping and breaking. Fastens on shelf. 18" extended, 11" closed. Bright chrome finish.



K-V 792 DISAPPEARING TOWEL RACK Has two bars which easily slide on ball-bearing carriage. Designed for limited space. Side mounting. 20" long, 3 1/2" wide. Bright chrome finish.



K-V 793 DISAPPEARING TOWEL RACK Fastens to either side of cabinet or wall. Has 3 bars that glide in and out at a touch on ball-bearing carriage. 20" long, 5" wide. Bright chrome finish.

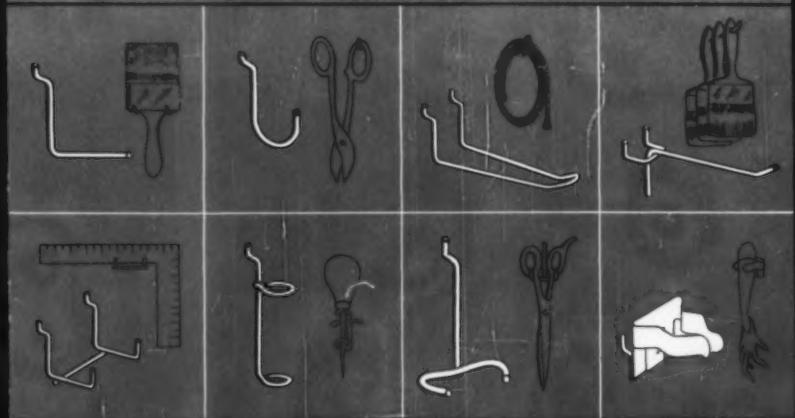


K-V 798 DISAPPEARING TOWEL RACK that slide in and out at a touch on carriage. Fastens under cabinet shelf. 20" long, 5 1/4" wide. Bright chrome finish.

Low cost, easy, convenience, utility for every room in the house.

K-V Handy Hooks for $\frac{1}{4}$ " perforated hardboard

Over 200 styles available, many with self-locking feature.



KNAPE & VOGT MANUFACTURING COMPANY Grand Rapids, Michigan

tures

HANGER KIT Puts waste space to
use for garments on hangers.
Available in 5" or 10"
lengths. Bright chrome finish.

GLIDE RACK Glides 12 cups into
valuable space, eliminates
need for fasteners underneath shelf.
Available in 5" or 10" lengths.
Bright chrome finish.

TOWEL RACK Has 4 bars
with a touch on ball-bearing
rollers to slide over cabinet or cupboard
edge. Bright chrome finish.

Perforated
board



All
around
the
house

Midland, Michigan

Adjustable Shelf Hardware

No. 256 Support



No. 255 Standard

K-V 255-256 Built-in Shelf Hardware

The fast, easy answer for shelves in cabinets, bookcases, closets, room dividers. No. 255 standards can be mounted flush or on surface. Screw holes on 6" centers. Shelves allow $\frac{1}{2}$ " adjustments. Lengths 24" to 144". No. 256 supports are easily adjusted, fit tight into standard slots. Nickel plate and bonderized bronze finishes.

No. 180 Bracket



No. 80 Standard



K-V 80-180 Open Wall Shelf Hardware

The most popular way to quickly add extra shelves in any room. Slots in K-V No. 80 standards allow 1-inch adjustments. Lengths from 18" to 144". Patented friction grip on No. 180 brackets assures firm, level hold for perfect alignment. Lengths from 4" to 20". Choice of satin brass, satin anochrome, ebony black finishes.



Sliding and Folding Door Hardware

K-V 858 Overhead Sliding Door Hardware

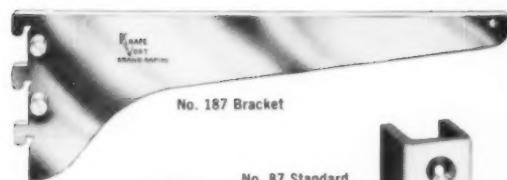
With this packaged K-V sliding door assembly, professional builders and even the most inexperienced homeowner can install sliding doors quickly and easily. Smooth operation, long life are guaranteed. No special tools required. Package contains all hardware and easy-to-follow instructions.



K-V Ezy-Fold Folding Door Hardware

Easy to install. Fits any door of any material, size or weight; simplifies stock problem. Single track or double track models assure sag-free, tight-fitting doors. Comes in a complete packaged assembly, with all hardware and easy-to-follow instructions. No special tools or skills are necessary.





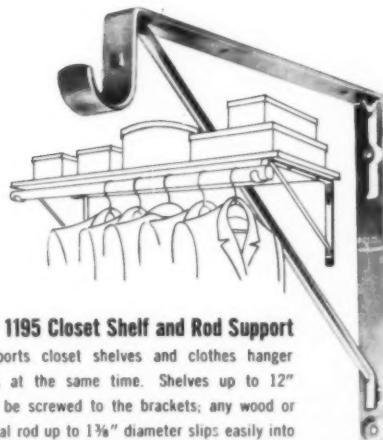
No. 187 Bracket

No. 87 Standard



K-V 87-187 Heavy Duty Shelf Hardware

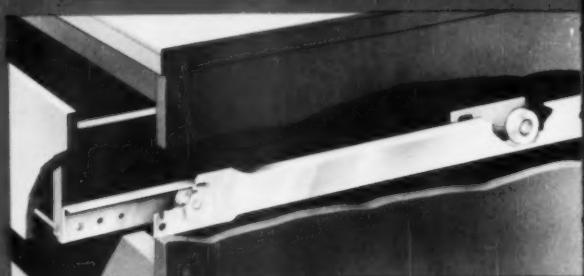
No. 87 standards for extra heavy duty shelves. Easy to install. Slots allow 2-inch adjustment. Perfect alignment and firm, level hold is assured. Lengths from 36" to 144". No. 187 brackets of special cold rolled steel. Recommended for hardware, paint, grocery and hangrod installations. Lengths from 8" to 24". Satin anochrome finish.



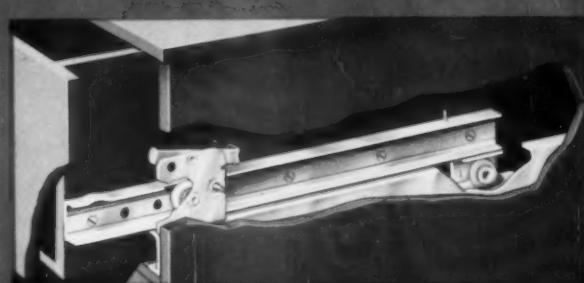
K-V 1195 Closet Shelf and Rod Support

Supports closet shelves and clothes hanger rods at the same time. Shelves up to 12" can be screwed to the brackets; any wood or metal rod up to 1½" diameter slips easily into the special holders. Can also be used as a center support for shelves and K-V 2 adjustable rod. Heavy wrought steel, neutral gray finish. 10" high, 11" wide.

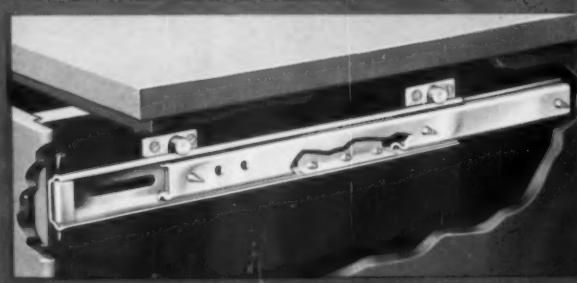
Extension Drawer Slides



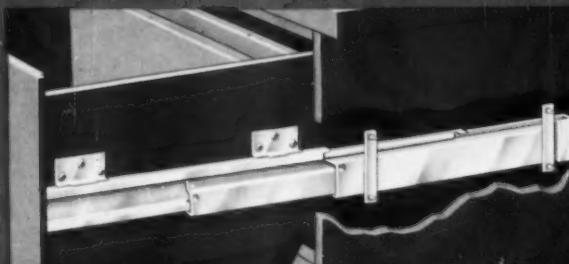
K-V 1100 Lightweight Drawer Slide. Low cost, sturdy, easy to install. No measuring, marking or templates required. Large 1/4" nylon rollers give smooth action and long life. Built-in stops prevent accidental removal of drawers. Capacity to 50 lbs. Available in sizes 18" to 23". Zinc plated finish.



K-V 1300 Lightweight Drawer Slide. Easy to install. Economical. Has ball-bearing nylon rollers for noiseless, smooth and effortless operation. Guaranteed to keep drawers from sagging or sticking. Will easily carry 50 lb. load. Available in sizes 12" to 28". Zinc plated finish.



K-V 1400 Heavy Duty Drawer Slide. Full extension, easy to install. Won't stick, sag, jam or break down even when carrying full 100 lb. load and fully extended. Shelf-lubricating super "oelite" bearings assure smooth operation. Available in sizes 12" to 38". Zinc plated finish.



K-V 1700 Extra Heavy Duty Drawer Slide. Recommended for loads over 100 pounds. Drawers won't sag even under full load at full extension. Sound absorbing drawer stops and mounting pads. Frictionless, noiseless operation. Easily installed. Available in sizes 17" to 27". Zinc plated finish.



PERLITE INSTITUTE PHOTO

NEARLY 9 MILES of refrigerating coils overlie the insulating floor slab of Permalite insulating concrete in the L. C. Walker Sports Arena, Muskegon, Michigan. Architect: Ralph Legeman, Evansville, Ind., with Associate Architects Magnuson & Summer, Muskegon. Alstrom Construction, Inc., Muskegon, was the general contractor, and the insulating floor slab was installed by Rohn Fireproofing Co., Detroit, Michigan.

Unusual Permalite Concrete Applications Keep Ice Cold, Insulate Sloped Roof

Lightweight Permalite insulating concrete was employed recently in two interesting applications—one a floor slab, the other a roof deck.

When the million-dollar L. C. Walker Sports Arena was erected in Muskegon, Michigan, one of the requirements was easy conversion from ice hockey to basketball. Over

a natural sand base, Permalite insulating concrete was poured to a thickness of 11 inches. The insulating concrete, a 4:1 mix, was mixed adjacent to the job and pumped to point of placement. The refrigerating coils, almost 9 miles in length, were placed above this on special supports, and embedded in lightweight-aggregate concrete, with a structural concrete topping overall for a wear surface. About 550 cubic yards of Permalite perlite-aggregate insulating concrete were required for the 86'x201' floor. Design and construction proceeded under U.S. Patent #2,761,181.

The other application—roof deck for a new building in Texas—is equally interesting and entirely different. Here Permalite-aggregate lightweight insulating concrete was selected to provide both insulation and fire-safety. The unusual feature lies in the application to a sloping roof, a technique used in many outstanding buildings but frequently overlooked in planning buildings with other than flat roof decks.

Complete information on the application and advantages of Permalite lightweight insulating concrete and plaster may be obtained by writing to Permalite, 612 So. Flower St., Los Angeles 17, Calif.



POURED IN PLACE by crane-mounted dump bucket, Permalite lightweight insulating concrete is screeded to a thickness of 2½" (over corrugations) on a corrugated steel deck, to serve as a monolithic base for the built-up roof. This type of construction is exceptionally strong and easy to erect. Insulation is excellent: finished roof deck should have a "U" value in the neighborhood of .165. Note the space for expansion joint at the coping.

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Permalite® FRANCHISEES

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Denver 4, Colorado • ACome 2-6111

FLORIDA

Airlite Processing Corporation of Florida
Building No. 9, Air Base
Vero Beach, Florida • Jordan 2-3518

ILLINOIS

Silbico Corporation
5901 West 66th St.
Chicago 38 • Reliance 5-3322
Ryalex Corporation
310 E. Bradley St.
Champaign, Illinois • Fleetwood 6-4234

INDIANA

Airlite Processing Corporation
Office: Scottsburg
Plant: Vienna • Plaza 1-5538, 1-5531

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Cambridge, Mass. • Kirkland 7-6200

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Minneapolis 20, Minn. • Tuxedo 1-8924

MISSOURI

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St. Louis 10, Mo. • Jefferson 3-9022

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Certified Industrial Products, Inc.
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Buffalo 25, New York • Plaza 4326

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Pennsylvania Perlite Corporation of York
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P.O. Box 478, Arch Street Extension
Carnegie, Penna. • Walnut 1-9200 (Pitts.)

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Texas Lightweight Products Company
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Hopewell, Virginia • Cedar 9-4172, 9-2663

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Vedado, Havana, Cuba
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Franchisees from Perlite Ore Mined
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BUILDING WITH BRAINS

Furring, 24 in. o.c., gives a better job, takes less time



Builder saves money by putting concrete blocks over marking stakes

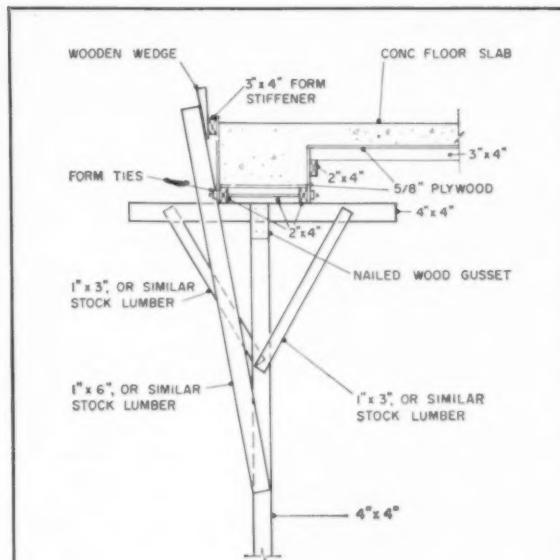
We've had a lot of trouble with vehicles knocking over our grade and marking stakes, says Fred Fett, Jr., Atlanta homebuilder. And repositioning the stakes eats up a lot of costly time. Fett solves this problem by putting a concrete block around each stake, as shown above. This makes the stakes more obvious. Besides, most drivers will think twice before running over a concrete block.



Discourage board-type interior wall finishing materials—such as knotty pine—from buckling and warping by spacing your furring strips on 24" centers or closer (photo, left). The furring can be a utility grade of lumber, but remember to use at least 1x3s or 1x4s, to give adequate nailing and bearing surfaces. Also, the strips should have a planed surface, to prevent unsightly waves in the finished wall.

(Note: these principles also apply when you put vertical siding over fiberboard sheathing that can't take nails. In that case, put the furring directly over the sheathing, but nail it to the studs.)

Furring out saves a lot of time over the older technique of putting short lengths of 2x4 between studs. It eliminates a lot of cutting, and it goes on much faster.



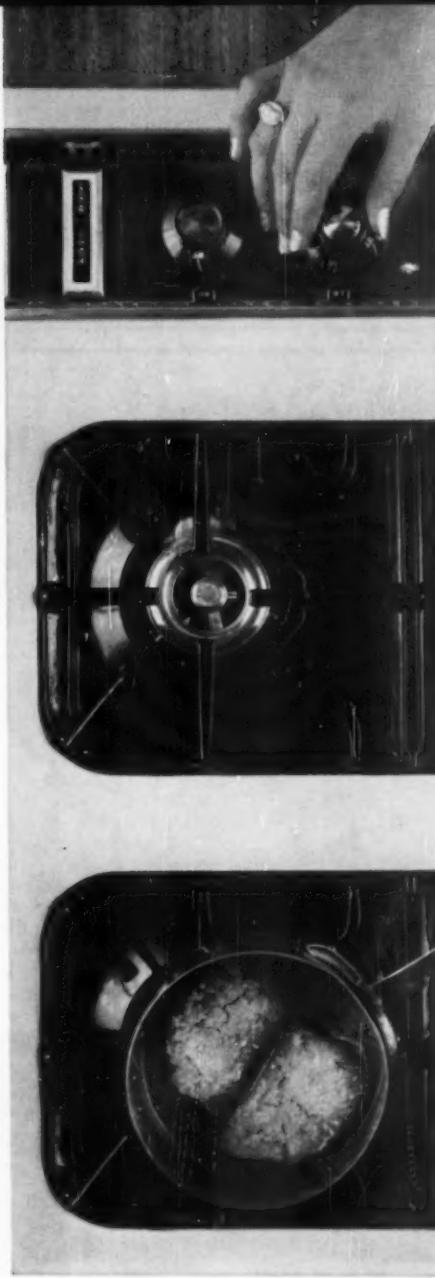
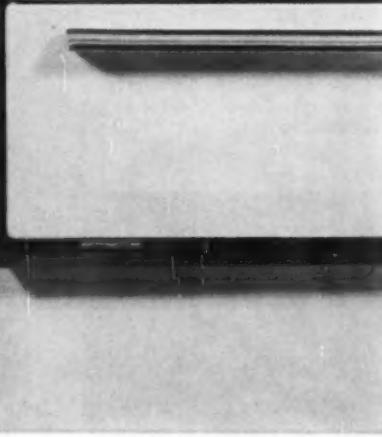
Preassembled form speeds concreting on New Jersey apartment house job

Here's an idea that's proving a big labor saver on an apartment house job in Newark, N. J. In pouring beams, the concrete men use a special form that is preassembled at the site. This form—as shown in the above drawing—has tie rods running under the concrete, instead of the usual tie wires running through it. Therefore, when the form is dropped, it comes off in one piece, and does not have to be reassembled for the next beam. Another time-saver is the 1x6 nailed to each form jack. Bottom edge of the form rests against the 1x6. Top edge of the form is secured merely by hammering a wedge between the 1x6 and the 3x4 stiffener on the form.

Superintendent on this job is Serge Karpow, working for Radice Construction Corp., White Plains, N. Y. Concrete sub—whose men are using this form—is Beach Construction Co., Paramus, N. J.

a sneak preview

MAGIC CHEF CONTROL CENTER

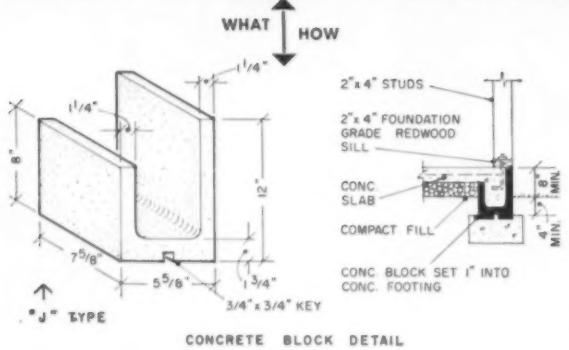


Nothing Sells Like Magic Chef... To help sell the homes you build Magic Chef has developed **OPERATION SUCCESS...** a vigorous new campaign to support the most respected name in ranges. ■ Today, more than ever, the name is **MAGIC!** **MAGIC CHEF** is the range homebuyers know. **MAGIC CHEF** is a totally new built-in line, greatly expanded to meet the widely varying needs of your customers. ■ Today, **MAGIC CHEF** brings you a complete built-in line including both gas and electric ranges; a new 20-inch wide oven as well as standard size ovens; a new 24-inch cluster drop-in with top controls in addition to two other counter units. Gas and electric units interchangeable. ■ **MAGIC CHEF** is backing this new built-in line with an extensive advertising schedule in consumer magazines... including Better Homes & Gardens, McCall's, Parents', Living. And the Magic Chef program includes a merchandising package tailored to your needs: Weatherproof Job Site Signs, Portfolio of Kitchen Layouts, Point-of-Purchase Displays, Direct Mail Pieces, etc. ■ This is **OPERATION SUCCESS...** and you can become part of it. Contact **MAGIC CHEF, INC.**, Cleveland, Tenn., or visit **Spaces 211·212·213 NAHB**



MAGIC CHEF

Specially designed concrete blocks speed foundation forming

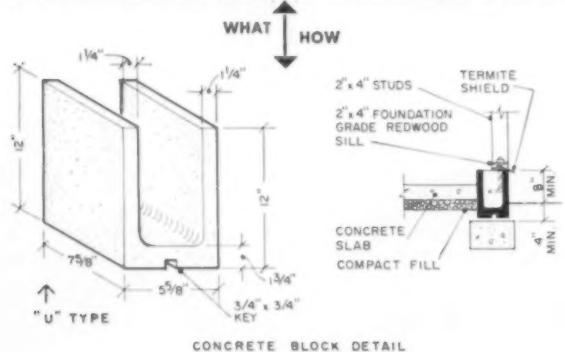


Blocks use standard techniques

THESE CONCRETE BLOCKS are the key to a new residential slab foundation system that eliminates wood forming. The method is said to speed house completion by 1 1/2 days.

The blocks come in two shapes—trademarked "J" block (above) and "U" block (below). The "J" blocks serve as bearing and anchor for the wall and as key for a monolithic slab that must be poured to specified grade. The "U" blocks serve as anchor and bearing for walls independent of the slab.

The blocks require no basic departure from conventional methods. The builder digs the trench, pours the footing, then sets the "J" blocks into the wet concrete, with 8" sides facing inward. A gap is left, to let a skip loader in.



U-shaped blocks for garage foundations

THE "U" BLOCKS, that go into the garage foundations, are set in the same manner. In both cases, a metal form is placed on each corner.

Next step is filling. This is done with the aid of the skip loader. In the "J" block foundation, the fill goes up to the height of the inside edges of the block. After the skip loader is withdrawn, the gap in the wall is closed, and the slab is poured in the usual manner.

These blocks were invented by members of Tru-Bloc Concrete Products Co., San Diego. They are being used by home-builders in Southern California, where a number of local building authorities have accepted them.



Natural Walnut wood-grain finish in Verti, Perforated and Blok. Each wood-grain finish is available in Blok, Verti, Random, Plain and Perforated patterns.

Turn "lookers"
into buyers
with

PLATEBOARD GLAMOR WALLS

by Abitibi®

In selling homes, it's eye appeal that stops prospective buyers. And there's no better nor more economical way to add eye appeal to your homes than by installing wood-grain finish PLATEBOARD Glamor Walls by Abitibi. For less than \$20 material cost you can erect

a 12'x 8' Glamor Wall in your choice of wood-grain finishes and patterns. Ask your lumber dealer or write for full information on Abitibi wood-grain finish PLATEBOARD Glamor Walls and Abitibi's builder-proven "Personalized" model home promotion program.

® Reg. U.S. Pat. Off.

Abitibi

Better building products through research in wood chemistry.

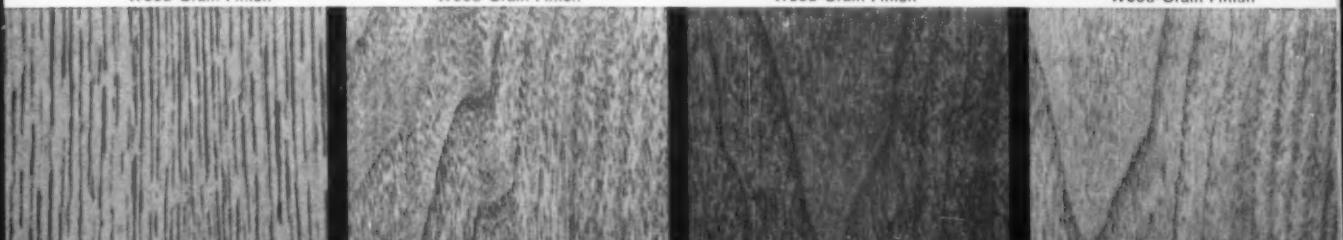
ABITIBI CORPORATION General Sales Office—Detroit 26, Michigan • Manufacturing Plant—Alpena, Michigan

Oak
Wood-Grain Finish

Autumn Walnut
Wood-Grain Finish

Natural Walnut
Wood-Grain Finish

Platinum Walnut
Wood-Grain Finish





Light in weight — approx. 6 1/2 lbs. per 4' x 8' sheet. Top this "one-handed" situation with heavier types of sheathing board. One man can easily carry a half dozen panels or more. Speeds work, reduces fatigue.



Can be bent around corners. This saves cutting time, provides a continuous weather stop at this vulnerable point and eliminates felling.



Marked for convenient positioning over studs. Specifically tapered and reinforced edges permit lapping. Means less nails, half the time to apply compared to other sheathing which must be pre-cut and butted.

ANNOUNCING

A New DUAL-PURPOSE Building Material

MORE THAN 3 TIMES
THE INSULATION VALUE
OF MANY POPULAR
SHEATHINGS

CAN BE APPLIED IN
HALF THE TIME

New St. Regis Insulative Board provides a unique combination of sheathing plus insulation with advantages not found in any similar material. It is made of wood fiberboard, faced on both sides with perforated, reflective aluminum foil. This new, cost-saving, lightweight product has unusual rigidity with bracing strength greater than horizontally applied wood sheathing. For complete data, application instructions, U values, etc., write American Sisalkraft, Attleboro, Mass. for 8-page folder "How to Slash Sheathing and Insulation Costs."



This product offers an option on method of applying either with nailing in the conventional manner or through the use of a stapling device.



Door and window openings can be cut out after applying to studs. Cut can be made several inches from the framing, bending resulting flange back to provide additional flashing between framing and sash.



The completed house — literally wrapped in one, continuous insulating material — is gleaming evidence on your building site of the extra value you are giving at a low cost.

Look at these Facts:

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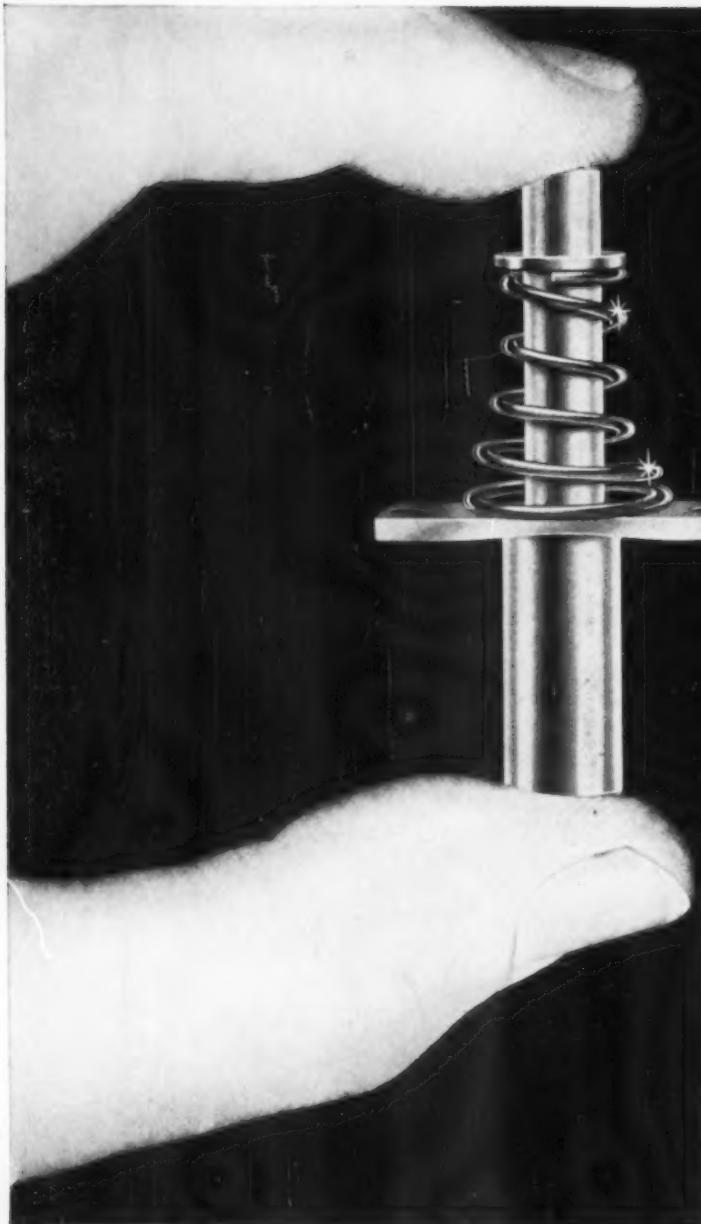
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SEE THIS NEW BUILDING PRODUCT AT THE BIG NATIONAL ASSOC. OF HOME BUILDERS SHOW IN CHICAGO

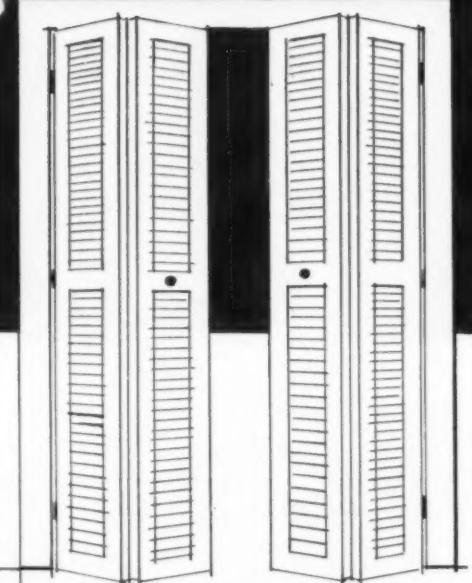
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WESTERN

Section

Ideas, markets to beat the slump

by Bill Rodd

TOGETHERNESS: Bestway Building Center, a lumber dealer in Pocatello, Idaho, recently provided a good example of how working together can pay off. He called a meeting of all contractor customers. In an effort to offset the sharp drop in new home business, the group decided that sales promotion of a smaller two-bedroom home had been overlooked. The dealer had some designs drawn up for this type home and provided each contractor with a portfolio with which he could present the homes to prospects.

The dealer went further by advertising these homes and helping the contractors with joint advertising. He also arranged favorable financing and even went so far as to line up lots which could be purchased on a subordinated basis. None of the contractors could have accomplished, individually, what they did with the lumber dealer's assistance. And the dealer could neither have hoped for, nor handled, the volume of business generated by the plan if he had been selling and building the homes with his own crew.

BUSINESS IS TOO GOOD! Sounds unlikely in these times, but that is actually the problem for the Kit Construction Co., Covina, Calif. (See American Builder, Sept. '60.) These apartment specialists are doing so well that they have had to hire another superintendent this month and buy another truck. And if things keep up they will be faced with a decision between turning down business or going in for a major expansion. All this is happening to Kit at a time when the Apartment Association of Los Angeles is deplored the large number of unrented apartments.

Some of Kit's biggest advantages in the field are the attractiveness of their low-rise apartment buildings, the quality construction they're

putting into them, and the complete financing know-how with which they are selling them. They had, at this writing, sold 15 apartment buildings—in a four-month period and were keeping their original effort as a sales model.

SEATTLE RISES TO THE OCCASION: In spite of the homebuilding dole-drums and pessimistic talk among builders, the HBA of Seattle, in co-operation with the Seattle Real Estate Board and the Seattle Times, put on a sparkling National Home Week Show. It included a proclamation by the Mayor, a large advertising section in the Sunday Times, and about 40 homes open in various parts of the area. Four of the homes, incidentally, were equipped with fallout shelters.

GINGERBREAD: Most builders are against it, but . . . That's the general consensus of a recent panel of the Building Contractors Assn. of California. Extended roofs, planter boxes, ornamented cornices, birdhouses on the roof—this is the kind of gingerbread the builders were discussing. In the \$20,000-and-up class home, buyers tend to keep away from it. But under \$20,000 it sells. And as one builder put it: "As long as gingerbread keeps selling houses, I'll keep using gingerbread on my exteriors."

ON OVERBUILDING: E. B. Vaughters, president of the HBA of Seattle, points out that overbuilding doesn't just hurt those who do it. It hurts the surrounding builders whose homes must be marketed in competition with distress merchandise. It also depresses the market in general by adversely affecting public opinion. Vaughters says that sound market analysis can prevent surplus building. Good reporting by the local builders' magazines can also help. Some of these periodicals now

report on subdivisions being developed, housing starts, and, periodically, the number of unsold houses.

HBA HITS JACKPOT: In Salem, Ore., the local building association interested national manufacturers and suppliers in contributing to a model home built at the Oregon State Fair. The association was able to greatly stimulate homebuilding by putting 65,200 persons through the model (at 35¢ per family charge). It also wound up with an \$18,000 gain for itself. The sum represented the coverage between the \$26,900 price obtained for the home and the costs for the exhibit.

SHOPPING CENTER NEWS: After building about 2,500 homes in Lake Hills near Bellevue, Wash., Bell & Valdez are starting construction on their own shopping center. It is scheduled to be a real "Whooper-do," complete with a nine-hole golf course, swimming pool and a barn playhouse.

ANOTHER NEW CITY: Branden Construction Co., builders of more than 12,000 homes in Northern California, has now started work on a new development in East Sacramento. They envision, by 1965, homes for 10,000 people, shopping centers, schools—the works. Homes will range from \$16,450 to \$23,500 and will be available to veterans at no down payment. Development will be called "Panorama Village."

WESTERN EDITOR

8522 Lorain Rd., San Gabriel, Cal.
Atlantic 6-1842—W. C. Rodd

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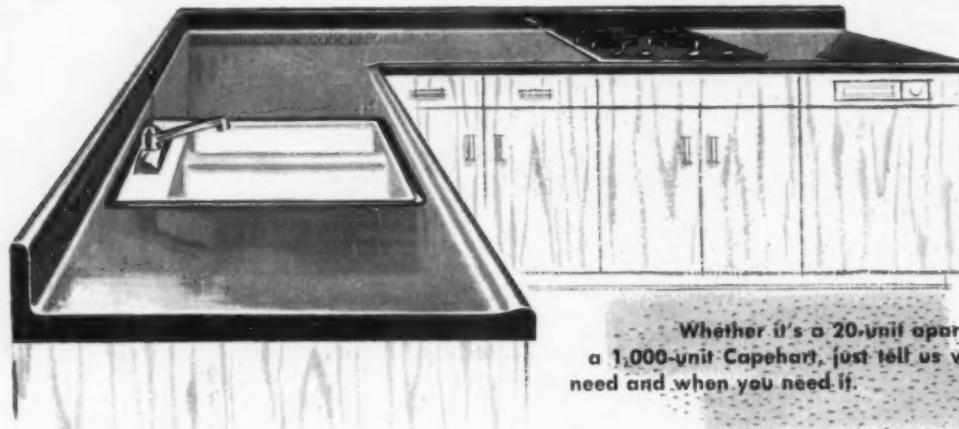
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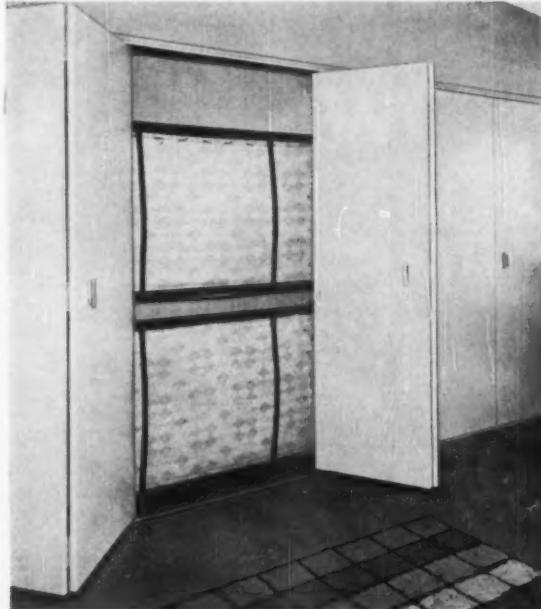


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Open up
to
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WARDROBE DOORS



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The choice of Model Home Builders!*

Top-quality 24-gauge cold rolled steel panels with rigidly reinforced weldings will never warp or buckle. Prime coat finish takes all types of paint, without streaking or bubbling. Extruded reversible aluminum tracks, whisper-quiet nylon bearings. Age-resistant polymer cushion stops.

Roberts-Fold doors are profitable because they're economical! One man can install a unit in half an hour...and give any room a "custom-finished" look. Sizes from 2'x6'8" to 16'x8'0".

*Photographs of Popular Mechanics' "House of Built-Ins," Woodland Hills, California, constructed by Construction Management, Inc.

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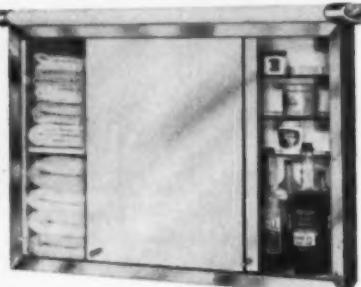
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Jensen Mercury-Duo Bilt-in



*combination towel and medicine
bathroom cabinet*

- 4400 cubic inches of space—double the normal capacity—8" deep over-all.
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- Rough opening is 30" x 20". Recesses 3½" deep into wall.
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- 4½" of lustrous stainless steel frame extends from the wall.
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WESTERN PRODUCTS



Looks like stone

Stone veneer has appearance of quarried product, yet is one-half the price. Goes on walls, fireplaces, planters, pillars. Composition is organic aggregates plus cements. Applies over brick, concrete block, stucco. Comes in 3/4" thick units.—*Griffin Enterprises, Inc.*

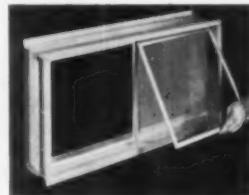
Circle No. J383 on reply card, p. 119



Siding cuts costs

Redwood siding is said to cut application costs, comes with factory-applied primer paint. One top coat can finish siding in the field. Takes a wide variety of paints. Material is packaged in protective paper wrapping.—*Pacific Lumber Co.*

Circle No. J387 on reply card, p. 119



Window panes slide

Full wall width basement window has aluminum slider glass and screen, will not interfere with curtains. Units are sealed at top and bottom, have weatherstripping on two jamb. Security lock and low-place latch.—*Colorado Metal Products Corp.*

Circle No. J384 on reply card, p. 119



Tiles are varied

Concrete-latex tiles use a variety of materials to achieve design effect. Includes ceramics, glass, metal, marble chips, Italian mosaics. Creates hundreds of different wall patterns. Units are 1/2" thick, measure 4" x 4", 4" x 8", 8" x 8". Special sizes will be made to order.—*Panam S. A.*

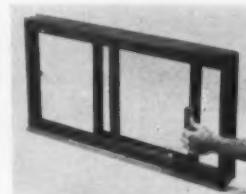
Circle No. J385 on reply card, p. 119



Protects door finish

New wrapper protects door finish from dust and paint until installation is complete. Doors are beveled, bored, dapped before kraft moisture-proof cover is removed. Hardware goes in right through wrapper. In ash, birch, beech and ribbon and rotary mahogany. All flush doors.—*California Wood Products*

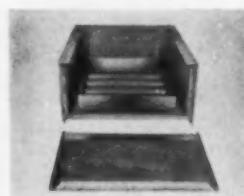
Circle No. J388 on reply card, p. 119



Sliders are factory-welded

Steel sliding window is welded into completely integrated unit and factory inspected. Comes in standard two, three, four panel types, can be made to specified design and dimension. Windows are borderless and prime-painted.—*Carmel Steel Products*

Circle No. J386 on reply card, p. 119



Vent bases cut noise

Extended bases for roof ventilators have glass fiber insulated linings, reduce air and motor noises. Units range in size from 15" to 48" square. Construction is galvanized or aluminum.—*Western Engineering & Mfg. Co.*

Circle No. J389 on reply card, p. 119

Another nine-page report from
Douglas Fir Plywood Association

22

ways to build more house for the money with DFPA-QUALITY TRADEMARKED **FIR PLYWOOD**

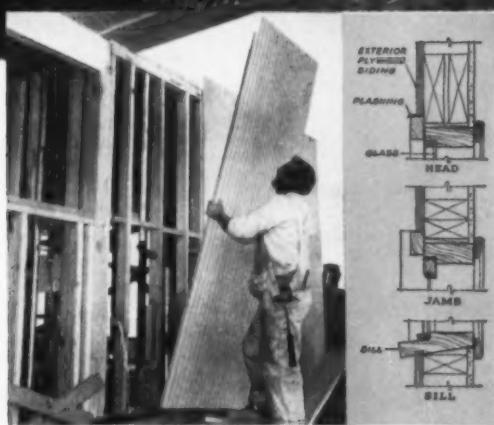
5 ways to save with one-step siding-sheathing
5 ways to cut sheathing and subflooring costs
6 ways to build better, faster with components
6 new ways you can use fir plywood box beams



22 WAYS TO BUILD

**MORE HOUSE
FOR THE MONEY**

Why spend time and Exterior plywood



Typically, T 1-11 is nailed to studs 16" o.c. Edges are shiplapped. Standard millwork is available to fit. Insulation can be applied between studs if needed. For more information on fir plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.

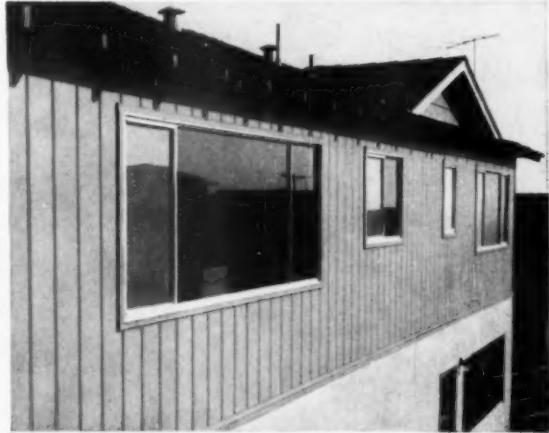
1

Eichler Homes saves \$200 a house with Texture One-Eleven® siding-sheathing

Eichler Homes of Palo Alto, whose handsome project houses have won most of the country's top awards, is cost-conscious as well as style-conscious. Since switching to Texture One-Eleven® (vertically grooved) fir plywood as siding, Eichler has shaved \$100 a house off his siding costs, and has virtually eliminated callbacks due to faulty siding. By nailing T 1-11 directly to studs without sheathing, Eichler gets the strongest possible wall, while saving \$75-100 per house in sheathing materials and 20 man-hours in labor. Cost of let-in bracing is eliminated too; plywood combined siding-sheathing has ample bracing strength and fully meets F. H. A. requirements.

money on siding and sheathing? does both jobs in one step

Exterior plywood siding styles vary from Japanese panel-and-batten to traditional lapped

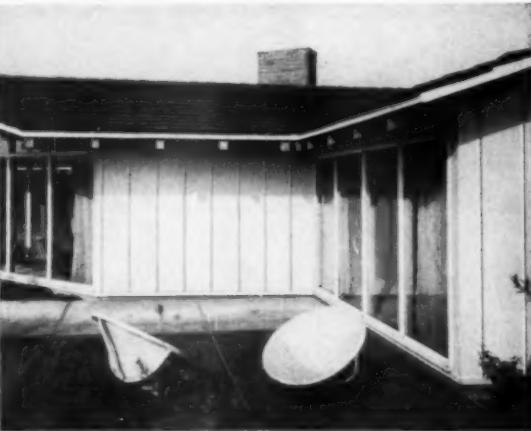
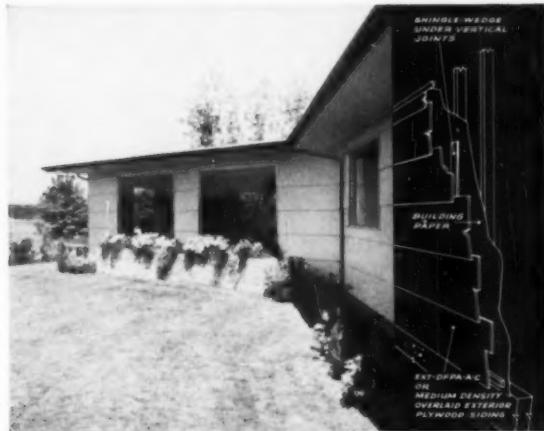


2

Panel-and-batten wall on Eugene, Ore. home was simply built with standard $\frac{3}{8}$ " Exterior fir plywood nailed to studs with battens at joints, and stained. With weathering, plywood checks and acquires a pleasantly textured surface. One-step wall method meant low cost: \$8.75 psf. For the smoothest siding, use overlaid fir plywood, painted.

3

Reverse board-and-batten effect is achieved by Smith & Kline Construction Co., Castro Valley, Calif. A single thickness of $\frac{3}{8}$ " overlaid fir plywood serves as siding and sheathing. Inch-wide, shallow vertical grooves in the plywood, 8" o.c., look like battens under joints of board siding. Overlaid plywood permitted elimination of primer paint coat.



4

Lapped plywood siding makes a rigid wall without sheathing. On this Olympia, Wash. home, 16"-wide courses were nailed to studs, with wedges at joints. Plywood may be regular or, as used here by designer-builder Charles Sten, overlaid for a premium paint job. It may be ripped, or purchased precut (beveled or plain) in several widths.

5

Board-and-batten effect on this Portland, Ore. home is Exterior fir plywood doubling as sheathing. Builder Harold Stroberger applied panels directly to studs, with battens 16" o.c. Overlaid Exterior fir plywood gave an ultra-smooth paint job. With same method and unsanded Exterior, allowed to check with weathering, a rustic board effect results.

22 WAYS TO BUILD
MORE HOUSE
FOR THE MONEY



Fir plywood sheathing a quality house



6

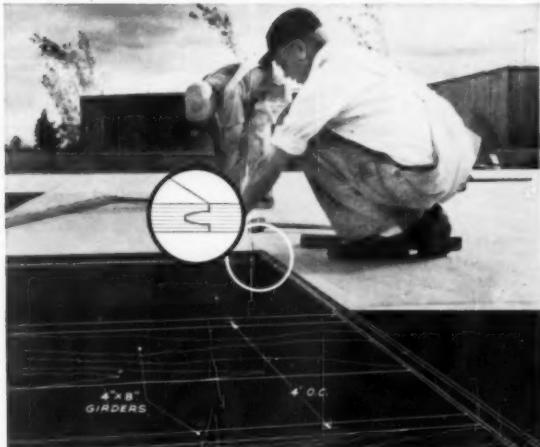
California builder's plywood roof decking makes attractive exposed-beam ceiling

A switch to fir plywood roof decking from car decking cut labor costs 15% for a volume builder in northern California. He uses tongue-and-groove $\frac{3}{4}$ " A-D Interior plywood with the "A" face down. Ceilings are given a planked effect by V-grooving the plywood 12" o.c. Instead of building soffits, he uses a starter strip of Exterior fir plywood at the beam overhangs, with furring strips to bring its level up to the insulated roof. The plywood roof system saves labor, takes less framing, practically eliminates scrap, and gives a tight, strong roof. There are no loose boards to open up, and plywood is uniform and lightweight, hence easy for workmen to handle. Two men can cut, install and nail the average roof in a day.



Exposed plywood-and-beam ceilings are popular with home buyers. For more information about fir plywood sheathing and subfloors, write Douglas Fir Plywood Association, Tacoma 2, Washington.

and subflooring help you build at lower in-place cost



7

New tongue-and-groove 2·4·1® plywood cut labor 37% for Tacoma, Washington builder R. H. Wegner. The 1½" subflooring-underlayment is now available with t&g edges to eliminate blocking. Two men can lay 1,000 square feet in four hours, handling 60% fewer pieces than with conventional joist construction.



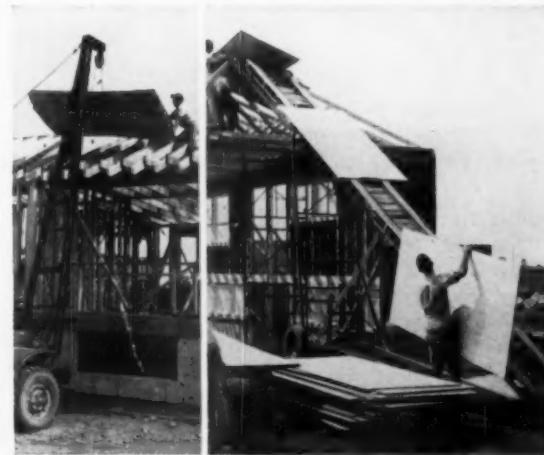
8

Fir plywood subfloors have cut floor installation costs in half for Andy Oddstad, big-volume builder in northern California. Using ½-inch PlyScord®, one man can install the average floor in one day. It used to take two men the same time to do the job. Waste is negligible and DFPA-inspected PlyScord makes a solid base for finish flooring.



9

Tilt-up fir plywood walls mean savings of \$525 per house for Smith & Kline Construction Co., Castro Valley, Calif. They fabricate entire 40-ft. second-story walls, then tilt them up into place. This eliminates the time and cost of erecting scaffolding, and plywood's structural strength makes bracing and blocking unnecessary.



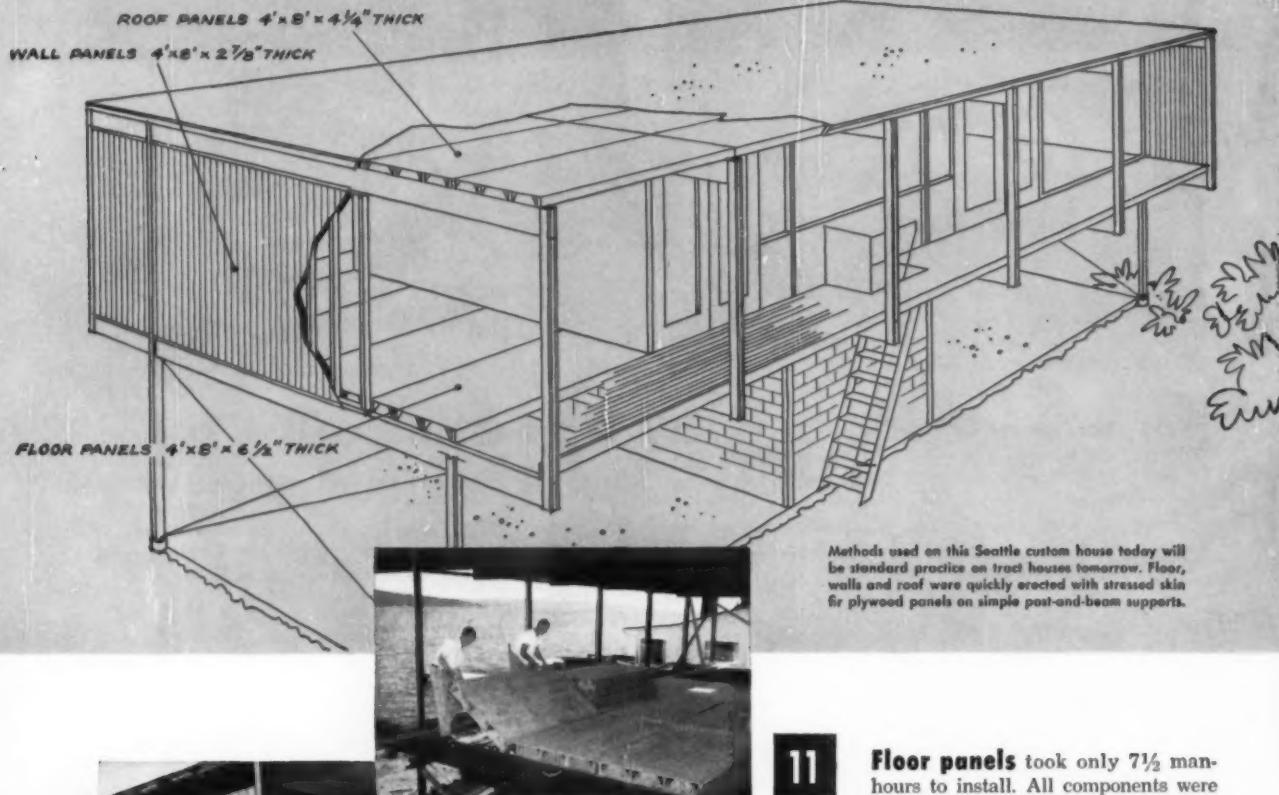
10

Mechanized handling of fir plywood roof sheathing helps cut roof construction costs. H. M. Gorelick of Long Island uses a mobile crane welded to a war surplus vehicle to lift sling loads of plywood, ceiling joists, and roof framing. Shapland Homes, Champaign, Ill., gets plywood to second-story roofs with a belt conveyor.



Plywood components build a better

This house was assembled with big plywood components, not built with thousands of small pieces



12

Wall components, also plywood panels, took 17 man-hours to install. Outer skins served as siding; inner skins, paneling. Plywood was of two types: vertically grooved Texture One-Eleven®, which was stained; or medium-density overlaid, smoothly painted.



11

Floor panels took only 7½ man-hours to install. All components were 4x8 fir plywood "sandwiches" containing insulation and with lumber framing and stiffeners. Plywood type and lumber dimensions varied with application. Panelbild Systems of Lynnwood, Wash. was fabricator and installer.

Roof panels, too, cut labor because they covered 32 sq. ft. at a time, providing ceiling, roof decking in one component. Man-hours required for roof: 15. Total cost of the house was \$13,000, or \$12.50 psf. Contractor was G. A. N. Company; architect, Charles Metcalf.

13

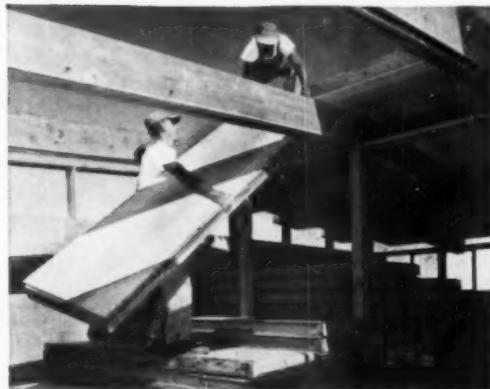
cut on-site labor up to 80%, house with closer cost control

Stressed skin panels can be used for roofs of every design: folded, flat or curved

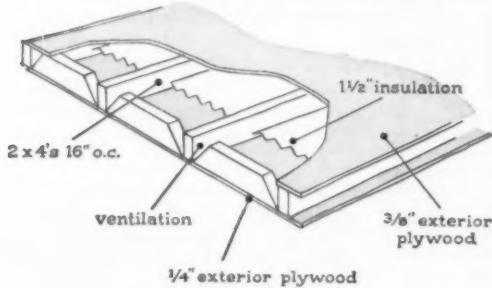
14

This unusual folded plate roof

brought crowds to Wedgwood Homes' model house in Portland, Ore. Its quick erection was as remarkable as its looks. Five men put up posts, beams, and pre-fabricated roof panels in five hours. A comparable conventional roof would take 12 man-days. Roofs like this, made of big stressed skin fir plywood panels leaning against each other in a series of rigid corrugations, are strong, speedily built, and permit long clear spans. Needing fewer supports, they are actually stronger than flat roofs using the same amount of material.



Cutaway shows construction of stressed skin roof panel at left



15

Flat panels can also be used on roofs of more conventional design, like this slightly pitched one in Denver. Builder Robert Harlan used 2 x 8-foot sandwich-type fir plywood panels for a 2,560-sq. ft. roof. The double-duty panels were strong, yet light enough for workmen to handle easily. Top and bottom skins were $\frac{3}{8}$ " Exterior fir plywood; framing and stiffeners were 2 x 4's. Aluminum insulation was placed inside the panel. The "A" face of the bottom skin was left exposed and painted to serve as the finished ceiling.



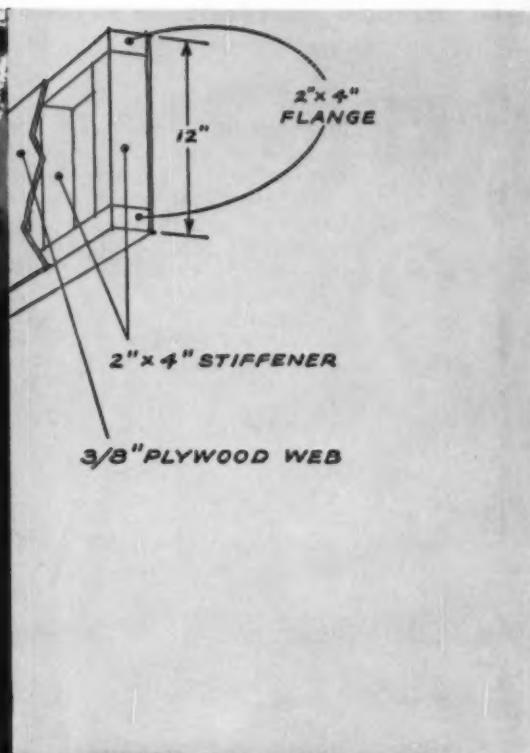
16

Vaulted roofs like the one on the Redi-Gas building in Parkland, Wash. are being adopted by more and more builders for home construction. Components were four-foot-wide arched stressed skin panels of Exterior fir plywood with paper honeycomb core. Lightweight, easily handled, each spans 16 feet. Component construction helped keep total cost of the building to \$8.10 psf.

For more information on fir plywood components, write Douglas Fir Plywood Association, Tacoma 2, Wash.



Plywood box beams high in



17

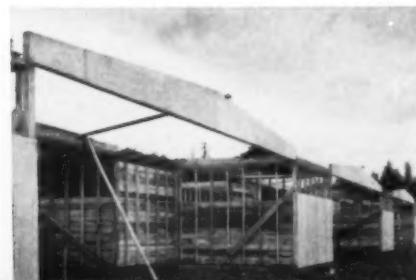
Case study house proves plywood beams "best and cheapest way to do the job"

This Altadena, Calif. house was sponsored by Arts & Architecture magazine to demonstrate new ways to build better. Fir plywood box beams as roof supports were key components. Made and installed by Berkeley Plywood Co., beams were amply strong, yet light enough for easy handling. Webs of medium density overlaid Exterior fir plywood provided a superior paint base. Since beams extend from inside to outside, durability as well as appearance of finish was important. In-place cost with this premium plywood was about what heavier lumber beams would have cost and far less than glue-lams. Architects were Buff, Straub & Hensman of Los Angeles.



18

Floor supports in custom houses of Robert Kronenberg, Hinsdale, Ill. builder, are fir plywood box beams. He finds them strong, stable, shrink-proof. He gets longer spans than with available lumber beams.

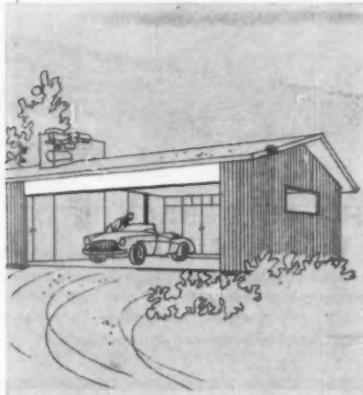


19

Door lintels of these small aircraft hangars in Tacoma, Wash. are peaked fir plywood box beams. Strong, economical beams span 40 ft. and support 375 lbs. per lin. ft. Other logical applications for similar beams: garages, marinas and warehouses.

are low in weight and cost, strength, looks and stability

Plywood box beams can be fabricated in any length or shape, for any load or span



20

Plywood box beams for garage door openings are low-cost and good-looking. Because of plywood's high strength-weight ratio, they are easy to handle, yet amply stiff for long spans.

21

Ridge beams and exposed ceiling beams of fir plywood are smooth and attractive. Long-span beams make sense in home building because they permit maximum design freedom.

22

This warehouse illustrates use of low-cost, strong plywood beams to create a 40' x 80' clear area free of supporting posts or walls. Four peaked beams, spaced 20 ft. o.c., span 40 ft.

INSIST ON DFPA GRADE-TRADEMARKED FIR PLYWOOD

In building, you stake your reputation on the quality of every one of your houses. You can't afford to take chances with inferior materials. In plywood, you can make *sure* of quality by always insisting on DFPA grade-trademarked fir plywood.

DFPA grade-trademarked plywood is backed by an industry-wide quality control program. It's guaranteed by the integrity of the producers of 90% of the country's fir and Western softwood plywood. Continual factory inspection and rigid testing in DFPA's laboratories work together constantly to insure quality. If a mill's plywood doesn't measure up, use of the grade-trademark is withdrawn until it does. That's why today, as for more than a quarter of a century, the DFPA stamp is your assurance of quality plywood. Look for it on every panel.

DOUGLAS FIR PLYWOOD ASSOCIATION
TACOMA 2, WASHINGTON

—a non-profit association of over 125 manufacturers of fir and Western softwood plywood. Besides quality control, DFPA conducts product research and development to supply you with new ideas and building techniques. In addition, DFPA's national advertising presents your customers on the advantages of plywood construction.

Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA"



Help your customers to the best...

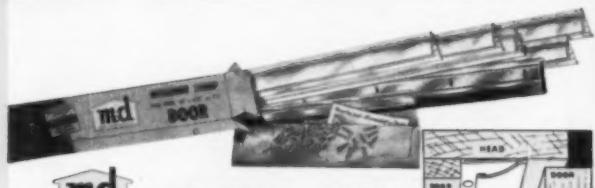


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Numetal WEATHER STRIP

In stainless steel or bronze. Complete packaged sets mean easier handling for you . . . easier installation for customers. Each set contains sufficient Numetal strips and accessories for one door. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



H-4 FOLD - BACK DOOR WEATHER STRIP

Automatically spaces itself when properly placed against door stop. Economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished with each set.



Jamb-Up DOOR WEATHER STRIP

Extruded aluminum and durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



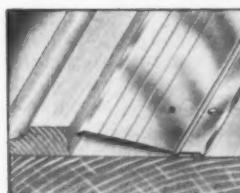
Style No. 1

Style No. 2



Nu-GARD Automatic DOOR BOTTOMS

Made especially for doors where bottom must clear carpet or rug. For all doors. Available with silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths . . . 28", 32", 36", 42" and 48".



On-GARD COIL WEATHER STRIP

All-metal strip in handy rolls. 8 widths in stainless steel or bronze. Has built-in tension, embossed nail zone and hum-proof edge.



Nu-WAY WEATHER STRIP

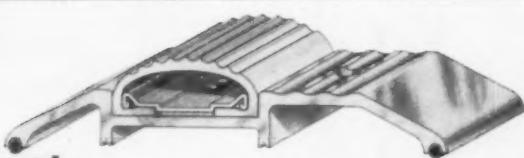
The "original" coil metal and wool felt weather strip. 17-ft. roll packaged with nails and instructions. Packed 12 rolls in free display.

BUILDERS Sold by all
Hardware, Lumber and Building
Supply Dealers.

DEALERS ORDER
TODAY—your order will receive
prompt shipment.

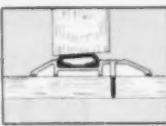
Help yourself to more sales!

for weather-snug homes!



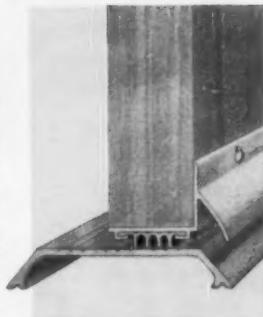
EXTRUDED THRESHOLDS

Style AP-3/4 . . . America's most popular threshold with replaceable vinyl insert. Note vinyl caulking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.

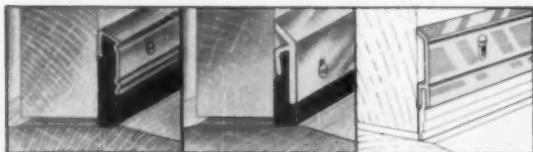


Combination DRIP CAP AND DOOR BOTTOM

Complete in one unit. Style DCV for all exterior swinging doors, combines sturdy, extruded aluminum with tough, durable vinyl. Aluminum drip cap sheds water; vinyl air-baffles touch against threshold to stop drafts, keep out dust. Also excellent for use as a Garage Door Bottom.



DOOR BOTTOMS



M-D Numetal door bottom. Extra thick wool felt and heavy gauge stainless steel, brass or aluminum in standard lengths.

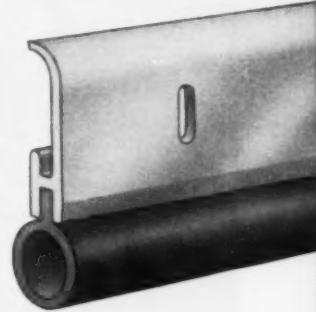
M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized Albras, available in all standard lengths.

M-D extruded aluminum and vinyl door bottom in Alacrome or Anodized Albras, available in all standard lengths.



GARAGE DOOR WEATHER STRIP

Seals all 4 sides of garage door! Sturdy extruded aluminum and durable vinyl that lasts a lifetime. Exclusive design of vinyl weather strip seals out rain, snow, drafts, dirt. Made especially for overhead doors (both sectional and solid types) but may be used on almost every type of garage door. Packaged sets in poly tubing include screws and instructions.

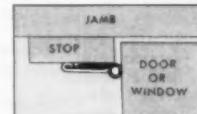


Seals All 4 Sides of Garage Door



Nu-Koil WEATHER STRIP

Features tough, durable vinyl bulb edge combined with flexible, lifetime aluminum. Won't rust or corrode. Lasts indefinitely in any climate. Airtight seal is made when vinyl bulb of Nu-Koil strip presses firmly against door or window. Easy to install. Comes in 17-ft. rolls, packaged with nails, instructions and nailing gauge.



Nu-CALK SPEED LOAD CALKING COMPOUND

World's finest calking compound, in loads with or without new plastic nozzle that can be clipped to 4 different size openings. Also in hand squeeze tubes . . . or in 1/2 pt., to 55-gal. drums.



Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25, 50, 100 and 880 lb. drums.



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Manufacturers of Quality Building Products
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**new DEVELOPMENTS
in plywood**

...AT LONG-BELL'S PLYWOOD MILLS



Manufacturing a line of diversified types, sizes, grades, dimensions and finishes of plywood, Long-Bell assures you of prompt delivery and realistic prices.

EXTRA BONUS VALUES

Equipped with the latest automatic equipment, Long-Bell's ultra-modern plywood plants manufacture plywood panels to meet the closest hairline tolerances . . . give you "plus benefits" of such technological advances as Super Microseal® and waterproof plastic overlays.

INTERNATIONAL PAPER COMPANY

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DIVISION

Kansas City, Mo. Longview, Wash.

CHECK YOUR NEEDS . . . CALL TODAY FOR

Long-Bell Specification Perfect Plywood

Douglas Fir Plywood

Interior Sanded
Exterior Sanded
Marine Exterior
Texture One-Eleven Exterior
Sheathing Unsanded
2-4-1

(Prompt delivery is also assured on scarf'd plywood in long lengths for marine and industrial uses. Long-Bell plywood will be milled tongue and groove, "V" groove or shiplap, if desired.)

Medium & High Density Overlaid Plywood

Ponderosa Pine Plywood

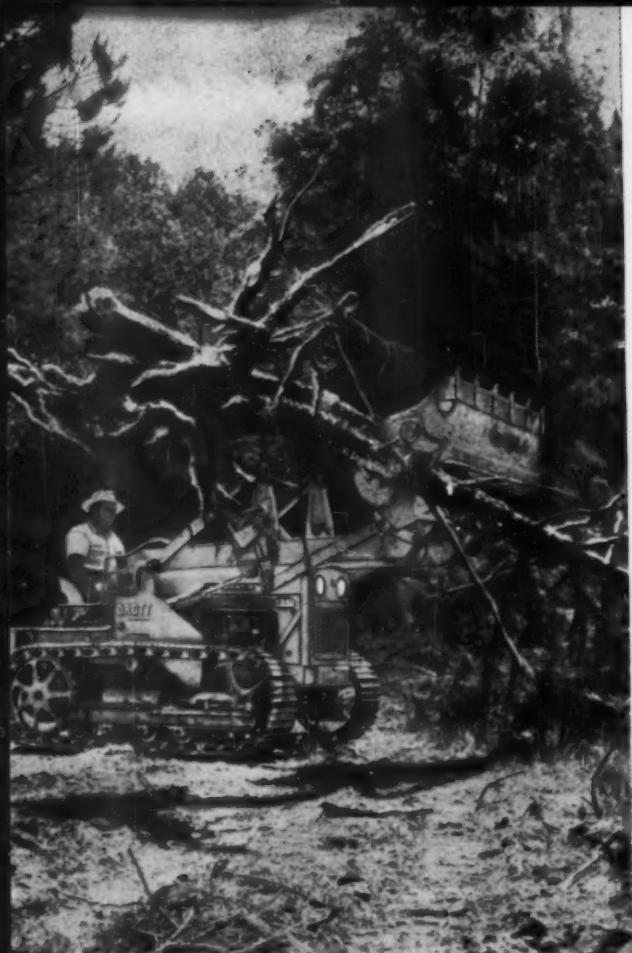
Interior Sanded
Exterior Sanded
Sheathing

Idaho Knotty Pine—Pine inner plies

Idaho Knotty Red Cedar—Pine inner plies

Hardwood on Fir Inner-Ply Construction

Many species and varieties of hardwood plywood are also manufactured to hairline tolerances.



Clam-type bucket lifts and carries bulky objects no other loader can handle without a ground crew. Exclusive pry-over-shoe breakout force develops nearly six tons of force to pry out trees like this.



Work close to "green" foundations safely. The T-340 exerts less than six pounds pressure per square inch with 12-inch shoes or about half the ground pressure of a wheel tractor. Exclusive skid shoes help you hold the blade to grade.



Change tools at a touch on hydraulic controls. Now it's a bucket with $\frac{3}{4}$ -yard heaped capacity. Ground level rollback holds the heap, brings the bucket in close to the tractor for maximum stability.

"We're saving \$100 per home with our T-340 Four-in-One"

Owning their own crawler tractor loader is paying off for Grant Construction Company, Macon, Ga., at their Lindsey Park subdivision. In its first season of operation their International Drott T-340 Four-in-One will more than pay for itself as compared with subcontracting as in the past.

Says General Superintendent Bob Sheppard: "Our T-340 Four-in-One is full of surprises as each day we find new applications that save time. It's really amazing the way the T-340 completes the job expected of bigger tractors. The Four-in-One gives us the advantages of several different machines in a single unit. We estimate that it is saving us better than \$100 per home . . ."

Grant's earthmoving jobs include general site development, tree and brush removal, rough grading, excavating for basements and foundations, back-

filling, and fine grading. The firm has a goal of 150 homes per year.

Save by doing it yourself with the cost-cutting, budget-priced International Drott T-340 Four-in-One, either gasoline or Diesel. Compare its power, brawn, and production with any other crawler loader its size. For proof, ask for a demonstration on your job . . . for illustrated catalog showing T-340 Four-in-One money-saving versatility, write International Harvester Co., P. O. Box 7333, Chicago 80, Illinois.

International Harvester
Co., Chicago 1, Illinois
Drott Manufacturing Corp.,
Milwaukee 15, Wisconsin



**INTERNATIONAL
DROTT**

New from JOHN DEERE...

**Hydraulic
Direction Reverser
with Wet Clutch
Speeds TEN-TEN
Loading!**

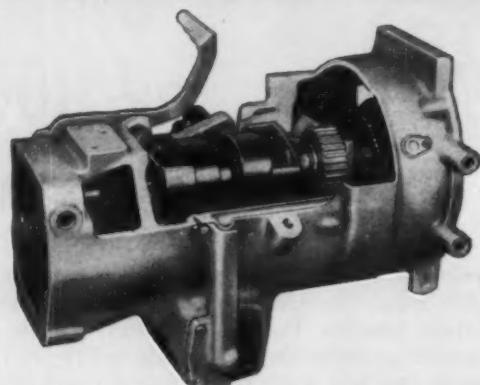


No shifting or clutching required to back away from the truck and head for the bank! Hydraulically controlled direction reverser with big-capacity wet clutch saves effort, speeds cycles, helps increase daily yardage with the new John Deere TEN-TEN Crawler-Loader.

A single operating lever controls all movements of loader lift arms and bucket. Self-leveling 3/4-yard bucket has a roll-back of 40 degrees, developing 8500 pounds breakout. Full-height lift capacity is 4000 pounds, and dump clearance tops eight feet.

John Deere TEN-TEN Crawler-Loaders are available in gasoline and Diesel models of 40 engine horsepower. Purchase may be made on terms of the John Deere Credit Plan or long-term leasing arranged through your John Deere Dealer. For information, locate your dealer through the yellow pages of your phone directory now.

Watch for big news on John Deere wheel tractors



**New Combination Wet Clutch and
Direction Reverser Unit**

All-new hydraulically controlled direction reverser, provided optionally, is pressure lubricated and operates with a flick of a lever on the dash. Forward and reverse speeds are available in four gears ranging from .8 to 6.5 mph.

JOHN DEERE

BULLDOZERS • LOADERS • BACKHOES
AND EARTHMOVING EQUIPMENT



A New Year Demands New Ways to Sell a Tough Housing Market

IT'S A TOUGH MARKET, all right. And it's got a lot of us troubled as to how we'll sell it. Still, in any city you visit you'll find at least one builder who is selling hot while his neighbors cry the depressed market blues.

What are these builders doing that's helping them sell? You ask, and their answers—nearly identical and almost too simple—add up to this: they're giving the buyer what he wants.

Now that sounds obvious. Yet, a large percentage of people we've been surveying during the past two years reveal that builders haven't been offering them what they want. So, they haven't been buying.

Well, that creates a pretty mess. All through the post-war years you've been selling houses by giving buyers what they wanted. They wanted shelter, you gave them shelter. They wanted a ranch, they got it; they wanted a split level, they got it. They were happy and you were happy. Now, suddenly, they've stopped buying. And they tell you they've stopped because

you're not giving them what they want. It almost makes you want to throw up your hands and plan a 1961 career in selling marbles.

Well, you don't have to do that. But, if you're planning to sell you will have to realize a few things about this year's buyer.

First, the 1961 buyer is a brand new breed of "cat" than we've been used to. Second, you need a whole new approach to selling him.

Who is this new 1961 buyer? Well, he's a real sophisticate who knows what he wants in a house. He's smart, his taste has become more refined, and he's got more money than he's ever had before.

He knows more about materials that go into a house. He knows how to look for hidden, as well as visible, values. He wants to know whether the house is insulated and what kind of insulation. He knows house design; and he knows exactly what he wants his house to do for him in terms of prestige.

This knowledge, though, is not enough. He's a new breed of buyer, all right, and he's sophisticated, but

Stanley Edge, head of Washington, D.C.'s Stanley Edge Associates, market researchers and marketing experts, tells AMERICAN BUILDER how to sell in '61.



Research your area . . . pick your target



"You need market research—not national data but classification of what you can sell to your local market."



"You must plan for success. A try-and-see approach won't work in this rapidly maturing industry."



"Make yourself a professional. You've got an important industry status and the more you respect it, the more your market will respect you."



"Plan new designs. House desires are changing as rapidly as the people we call buyers. And they're a brand new breed."

what he wants in Oshkosh he wouldn't take on a silver platter in Medina.

So, if you're going to sell him in 1961 you're going to have to know more about him in terms of your own bailiwick—your local market. There's only one way to do that. And that's through market research or what we call market knowledge.

Your local market is like a big checkerboard. It's made up of a series of squares. Each represents a segment of the market—blue-collar, junior executive, senior executive, ranch, split-level, and so on.

What market research will do is give you your first important sales tool for 1961. It will classify your market.

You just can't classify cities by dollars alone. What's important to know is what the potential is in terms of labor categories—rank and file workers, foremen, superintendents, company presidents.

Research will give you this classification. And it will give you more than you need to know. For instance, you may learn you have a big blue-shirt worker market. How do you advertise for him, how do you design for him? A big help is being told what he's like.

He's friendly. He develops first-name relationships quickly. He doesn't try to keep up with the Joneses. His home life is very important. He wants a good floor plan with lots of small rooms. He wants friendly neighbors who are as unconcerned with the Joneses as he is. He reads Confidential Magazine.

This information gives you several sales breaks. It tells you in part what kind of house to design for him. It tells you what kind of advertisement to design. It tells you he'll go for bold and somewhat brassy promotion—a modification of the old circus approach. It tells you to talk financing terms in all your selling efforts.

Research might reveal a junior executive—or white collar—market in your locale eager to be sold.

Tackle this market and you'll want to know something about this particular guy. For instance, he generally buys in the medium price house bracket. He's something of a snob. He worries about conformity. The house he buys must be smartly designed so that he can be proud of it and impress his friends with the fact that he made a smart decision. He wants to live with the smart suburbanites. He is a status-seeker and is concerned with the "rightness" of things. He wears olive-green suits and he, too, reads Confidential Magazine. But he tears off the covers.

... design for its needs ... boost sales

This knowledge gives you some approaches to designing and selling to him. You design smartness into the house you want to sell him. Your advertising is smart in its wording and will appeal to his snobbery. Your selling will require a direct approach. Your promotions must be "classy." You'll offend this buyer with pony rides and free popcorn.

Research might reveal a good market in your locale of senior executives. That means expensive homes.

It tells you where to build your houses. These people want to live with other "rich" people. They want to belong to the same clubs as their neighbors and attend the same college reunions.

The senior executive consults several sources before making decisions. He shops around a lot. He looks for the advice of others. He, too, incidentally, reads Confidential Magazine—but only the ads.

What I'm trying to point out with all this is simply: you've got to sell to a specific market. And to do that you've got to classify it—know what it is and what it wants.

If you're a speculative or merchant builder, you've probably been operating a "try and see" type of business. You build sample houses on a trial basis. You develop an advertising theme, try it once, and see how it works out. You run all over the United States with a camera snapping pictures of other builders' houses and apply the ideas to your own. This stuff will work only in your own locale. If you want to sell this year you'll have to develop a better recipe for your business. You've got to start out with proven ingredients, bake them at the right temperature, and be reasonably assured that the public will eat the cake. You've got to plan for success.

You've got to build success into your business with better management procedures.

Planning success is a long-range, complex, and sometimes difficult job. But all successful businesses do it. And now that homebuilding is becoming a more mature industry, you've got to do it too—or you won't sell.

Plan new designs

We've come a long way from the days of the hollow box. The buyer is changing and he won't buy unless you design to conform to his changing demands.

Tomorrow's house will no longer depend on glamor. It will be a series of inter-related cubicles where all activities can be done separately

and concurrently.

The big living room will give way to a rebirth of the old-fashioned parlor. The family room will merge with the kitchen and become the living core of the house. Speaking of kitchens, do you know what housewives want in kitchens today?

For years, builders, manufacturers and architects have tried to sell housewives on the craving for kitchens with three-step-in-any-direction push-button designs. The housewife doesn't want this. She wants a kitchen to be a household office.

She wants it to have all the charm of the open fire and the whistling tea kettle. Maybe this sounds too romantic for a business as practical as ours. But beyond the mortar you must create consumer appeal and spell it out.

And make your bedrooms larger. Give them more storage space. Every phase of our manner of living has changed. We have more clothing, both in quantity and variety, than ever before. Don't sell bedrooms as sleeping rooms; sell them as personal rooms. And another interesting trend. There's a marked return to full basements. Buyers want them and in many areas they just won't buy unless they get them.

Make yourself a professional

Last year's best selling book was a nonfiction work called *Hidden Persuaders*, by Vance Packard. And way up on the list this year are two others by the same author, "The Status Seekers" and "The Waste Makers." Get them and read them. Both would have been laughed out of the country 15 years ago. But today they are an important documentation of the kind of life we

presently lead. This kind of information will make you a professional in this building business.

What is a professional? He's a guy who does something for a purpose as opposed to the guy who does something then hopes it serves his purpose.

Being a professional in building means simply this: know your market and build and sell to its demands.

Don't just build a house because you have a set of plans around and you'd like to build that kind of house. In yesterday's market you had a good chance of finding a buyer. This approach is too risky for today's market. (Although it has one advantage.) If you can't sell it and have to move in yourself you'll like it. But even there, you're designing, building and selling to a market—even though you happen to be it.

Upgrade your salesmen

Make your salesman a professional, too. Make sure he upholds the prestige of himself and his industry.

Make sure he is positive in his actions, that he takes the lead, that he works at selling. You know, there's one characteristic we have as Americans. We like to be sold, and we like to like those who sell us.

A major part of a good salesman's presentation should be to sell the builder's reputation.

And reputation in our business is represented wholly by quality and service. The second, third, and fourth-time buyer and these are a big part of our current market potential—will be influenced by a good service record.

What are the growth builders doing?

Every locality boasts at least one builder who is selling "hot" while his neighbors struggle through a soft market. What are they doing that's so different? Ed Mears of Medina, Ohio, took a rough terrain that nobody wanted, fitted it with smart homes, merchandised a new way of life. . . . Dave Fox in Dallas made it a practice of recording facts about his prospects for months. When the market got tough he redesigned to what his prospects wanted and rapidly posted "sold out" signs for Fox and Jacobs. . . . Par Construction in Cleveland put five models around a *cul de sac*, opened the homes fully furnished and without "hands off the furniture" signs. This, plus smart, professional merchandising, makes them leaders in their areas. . . . In South Bend, Ind., Andy Place's market research told him his \$25,000 to \$28,000 market was exhausted. So, after careful research, he came out in the \$18,000 to \$22,000 price range, and is now enjoying one of his best years. . . . Jack Worthman in Fort Wayne, famous for selling style, used up all his style-conscious customers. Research showed him a new market of second-time buyers who wanted new designs. He gave the buyers what they wanted and boosted sales. . . . Bob Schroeder, out in Long Island (N.Y.), came up with an "expansion ranch" offering 1,900 sq. ft. of space for \$14,000. He sold 37 homes to a \$5,000 a year market before opening his model.



Buyers sell themselves

There's a law of physics that every action has an equal and opposite reaction. There should be a law of merchandising that sales pressure is apt to be met by equal and opposite sales resistance.

You can see buyer resistance to high-pressure selling almost anywhere—the averted eyes, the mumbled exchange with spouse, the heavy stance.

But to see a masterpiece of low-pressure selling, drive 15 miles east of Washington to Levitt and Sons' new Belair community near Bowie, Md. There you will find relaxed buyers, on their own, thoroughly ransacking the models for reasons to buy, as in the pictures above. The report is they bought well over 600 houses in the first month the doors were open. And sales have been notoriously tough to make in the Washington area.

Of course the location is good. Pretty, rolling country. A 4-lane

limited access superhighway going through nearby that will put downtown Washington within 30 minutes. And the values are exceptional. There's a \$14,900 Cape Cod model, with 4 bedrooms, 2 baths and air conditioning.

But the sales operation itself may well be even more impressive to you. You'll find that:

1 The salesmen themselves are serenely confident that the values they have to sell are unmatched.

2 The new salesmen have had six weeks' training—four in the field, observing construction—two in and around the mortgage department, learning the legal and financial ends of the business.

3 The salesmen have in the office a thick $8\frac{1}{2} \times 11$ black loose-leaf notebook ("the bible") that answers even obscure points that a buyer

might question. "The driveway? Let's see . . . 4 inches of bank run gravel, $2\frac{1}{2}$ inches of black top." If a salesman can't find an answer in the book, he refers the question to sales manager Stan Langford; he never says he doesn't know; he never guesses.

4 Salesmen are paid on straight salary. Thus they don't pressure a man while they've got him; they tell the man that if they're not on hand when he comes back, any other salesman can give him just as good service.

5 Salesmen are taught to speak right out firmly and clearly, with no whispering. This gives their sales office a quality of openness and honesty that you have to hear to believe.

6 Everything is open and above board; it couldn't be more clear to



(with expert help from Levitt)

the prospect what's included in the price, or what's not included. A sign in the kitchen of all five models says: "All the equipment you see in this house is included in the price, including the air conditioning."

7 The emphasis is on service—the salesmen seem more to be acting in the buyer's interest than in the seller's interest. "There is none of the old pounding on the head—buy, buy, buy," says one Levitt executive. "That's out-of-date."

8 People going through the models are relaxed. A uniformed attendant in each model may open the door and ask if you have literature, but that's as far as he goes. Generally, you don't find salesmen in the models; they're in the office. "I haven't been in this house four times in the last month," said one salesman, who'd come to answer some questions on the scene.

9 The salesmen don't hand you a spiel. They assume you're interested, intelligent. When you ask a question, they answer it fully, as specifically as possible. Whenever possible, they quote somebody else. Ask how much it will cost to heat, say, the 1,400 sq. ft. 3 bedroom 2 bath "Rancher" and they'll pull out a notebook and say: "We don't have operating records yet, of course, but the gas company came out and made a study; they estimate it will cost \$154 a year, on the basis of an 8-month heating season."

10 Where promises can be made, they're exact. The buyer is not told the month of occupancy, or the week; he's told the *day*.

11 In areas where there can be no control of what the buyer will get, he's told that. Exterior color, for example, will depend on the work of a color coordinator, who

will be concerned with pleasant overall neighborhood effects.

12 If you ask a salesman about a change you'd like, don't expect his face to fall. "That's one of the secrets of the value Mr. Levitt can offer," he will tell you. "If we let the bars down on changes, you'd have to pay much, much more for a house—believe me."

Exactly what Levitt and Sons' merchandising formula is has been widely speculated upon and argued. As you leave this latest Levitt community you may easily decide it is: (1) create a value display that goes as far as it can to speak for itself, (2) provide immediate, detailed, accurate, authoritative answers to every question that may enter the buyer's mind, and (3) let the buyer sell himself. In short, by means of zero sales pressure achieve zero sales resistance.

Post-sale selling insures

Western builder Herman Sarkowsky shows marked increase in referral buying through post selling; marketing service offers sample method for use by contractor and salesmen

OUT OF 100 SALES in the first six months of 1960, United Homes, of Tacoma, Wash., realized 56 from direct referral.

In 1959, they sold 312 homes—72 of which resulted from referrals. And in 1958, out of 298 sales, 78 were made as a direct result of referral by previous buyers.

"This increasing ratio," says United's president Herman Sarkowsky, "is the result of more and more attention being given in recent years to the all important subject of post-sale selling."

"In other words," Sarkowsky says, "taking definite steps to keep buyers happy and enthusiastic about their homes after the purchase."

Program Has Six Points

United starts a six-point program as soon as earnest money is put down.

- A letter goes out thanking the buyer and assuring him on his good purchase.

- Photo of the house under construction arrives a short time later.

- As completion date nears, a letter notifies the buyer so that he can make his moving plans.

- When the house is turned over, a United representative and the buyer go over a check sheet.

- If the buyer has a complaint, it is acknowledged on the same day as received. Repair or customer notification as to when the trouble will be fixed occurs within 72 hours.

- After the buyer and his family have moved in, they are treated to dinner at a good restaurant. It's an informal celebration and evidence that United Homes appreciates their business.

"These methods are not startlingly new, nor are they expensive," says Herman Sarkowsky. "The big thing is to get the idea over that you are genuinely interested in the buyer being satisfied and happy about his purchase."

Contest Helps

One merchandising idea which ties in with post sale selling was a landscaping contest run by United in its Park Orchard tract. The development is planned for 1,100 homes and selling will continue for several years.

Since attractive streets and lawns are a definite aid in sales, Sarkowsky decided on a landscaping contest. It ran from April to Labor Day last summer. Although he had only 78 owners at the beginning, he posted three prizes—\$500, \$300 and \$200.

Each owner was given three landscaping plans with which to work. The result was a beautiful neighborhood and a definite aid to United's merchandising program. In addition, the owners felt it made for more pleasant living.

Housewives Help

Sarkowsky also took advantage of the fact that the best possible sales people are present owners. On Sundays he hires four housewives from the Park Orchard tract to act as hostesses in his four model homes. The wives receive a modest sum.

Besides conducting prospective buyers through the homes, the ladies drum up entries for a door-prize contest. This one is open to all people who have visited models during the first two weeks after the opening of a new unit.

Builder Moves

During the past five years, United Homes have built over 1,250 units, ranging in price from \$10,700 to \$27,000. The firm operates in five different communities throughout western Washington. Each community totals nine subdivisions. Sarkowsky's eventual aim is to add at least two new communities per year for the next several years.



HERMAN SARKOWSKY, United Homes president, has long been an advocate of post-sale selling. United builds in five communities in western Washington.



FOUR HOUSEWIVES from United's Park Orchard tract help in the merchandising program. They conduct prospects through model homes, answer questions.

easier sales in the future

These tips make selling simpler

YOU SPEND 30 minutes more with the customer after he has bought the house. That's the heart of post-sale selling as advocated by Jim Mills, head of Home Facts, Inc., New Canaan, Conn.

The program involves these four simple steps:

- A week after the buyer moves in, the man who sold the house—you or your salesman—call on the owner, accompanied by a serviceman. You explain, "we're here to check over the house, Mr. Smith, to see if everything is ok."

- While the serviceman goes over the place, you engage in conversation with the owner. You *resell* the house. More important, you gain information about what the new homeowner likes best about the house. From the conversation come new selling points. It's free research.

- Before leaving, you turn responsibility for the house over to the serviceman. "Joe will be back in a week or so, Mr. Smith. Meanwhile, thanks again. Call Joe personally if there are any problems." Now you—or your salesman—are finished. The rest of the program is handled by nonsales personnel. And you can devote all your time to the next customer.

- Joe returns in a week. "Do you remember me, Mr. Smith? Joe, from Ajax Builders. I just wanted to make a final check-out before we leave you with your new house."



JIM MILLS heads Home Facts, Inc., New Canaan, Conn., a marketing service for home builders.

Jim Mills says, "You build friendship among customers when it appears to them that you are looking for complaints. You're not trying to duck out and disappear. And your savings are worth ten times the cost of a 30-minute call, much less the serviceman's final check-out."

Here's why:

1. You save direct sales cost because referral customers are quicker, easier to sell.
2. You save advertising costs because word of mouth turns up many truly interested leads.

3. You save research time and cost because your own salesmen dig up information you need to sell better—perhaps even to make important design changes.
4. You save on service costs. Both because of Joe's visits and because your home maintenance tips keep homes in better shape right from the beginning.
5. You save the total loss of "kick-outs" because post selling produces presold referral customers who stay sold.

Follow-up Mail

An important part of post-sale selling is follow-up mail from your central office. It must contain information pertinent to the buyer.

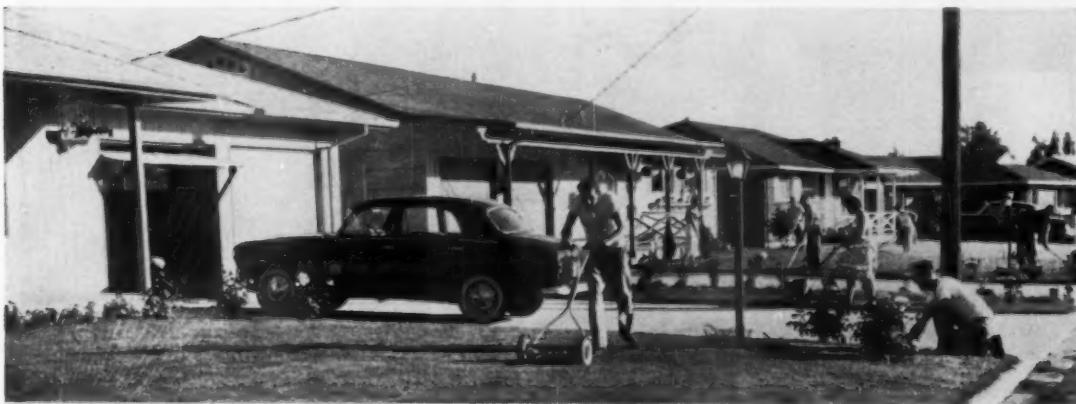
Here are some examples:

- A check-list for winter and spring advises the owner of safeguards for his home.

- Important local codes often are not considered by a home buyer. Mailers could point out restrictions on extra garages, swimming pools.

- General information questionnaires could invite criticism and complaints.

And that, of course, is the entire purpose of post-sale selling. You give the customer some attention after he has spent his money, and he appreciates it. He looks upon you as the best builder on earth. He tells his friends. They come to you half sold and you approach them well recommended.



LANDSCAPING CONTEST, which ran from April to Labor Day, drew terrific response in United's Park Orchard development. United gave each home owner three landscape plans

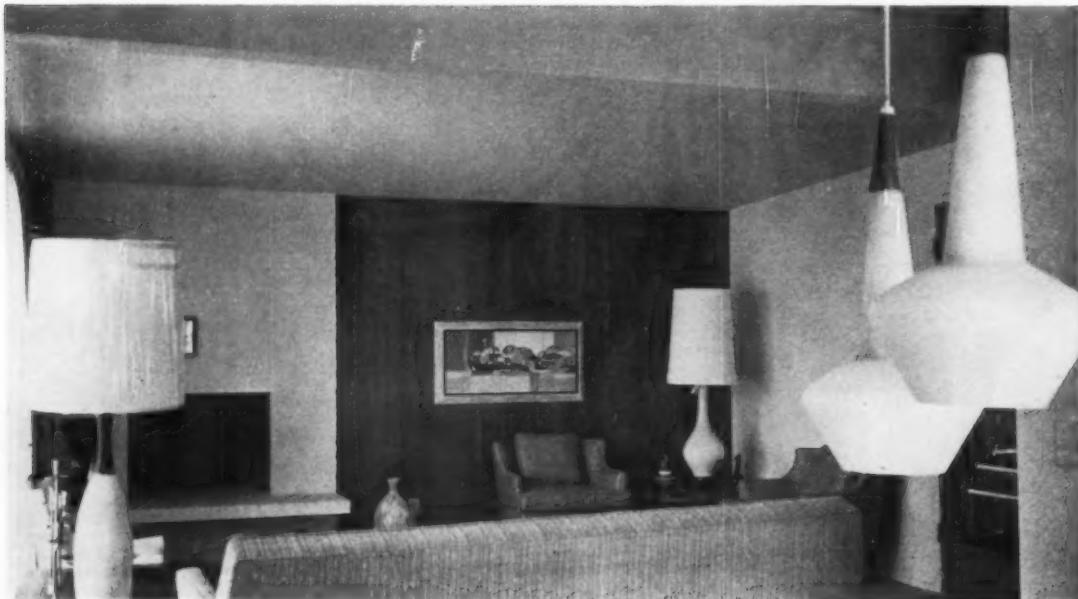
with which to work. Three prizes were posted—\$500, \$300, \$200. Result was an attractive, well kept neighborhood to which salesmen could bring prospective home buyers.

BLUEPRINT HOUSE

Swift-selling split level



BRICK-WOOD-GLASS combination gives split a custom look. Alternate walk-in basement design is available, with well-



DIFFERENT CEILING LEVELS visually separate living areas. Fireplace, paneled wall add custom touches at little

extra cost. Prows decorates models with furnishings that carry out style and design features of the house.

for a slow market



windowed lower space suited for extra rooms.

- Sales linked to "Hidden Value" merchandising, custom features, low price
- House design figured as status symbol
- Wide price range helps boost business

IT WAS ALMOST the same story across the nation in 1960: business bad, except for the builder that teamed good design with sound, impact-type merchandising programs. Youthful designer-builder Dick Prows, who heads up Richard Prows, Inc., of Bountiful, Utah, is no exception to this combination of ingredients.

A fast runner in Prows' stable of designs (one of every eight in a 100-house tract) is the "Cherry Hill" split-level model, pictured and blueprinted this month.

"Splits are nothing new in the Salt Lake City area," says Prows. "They haven't been what you would call exceptionally tops on the market in the past." But Prows has changed this picture by designing a split that looks different, looks larger, and has better features. Because of these features, Prows feels his splits have become a sort of status symbol in its income market to many prospective buyers.

The Cherry Hill is clean-cut contemporary at its best. It looks much larger than its 1,142 sq. ft. of living space—accomplished by unbroken roof line, window walls, and carport. Inside, the house features a large (16'9" x 15'6") living room with fireplace; a kitchen-dining area, distinctively separated to customize it; 3 bedrooms, and 1½ baths.

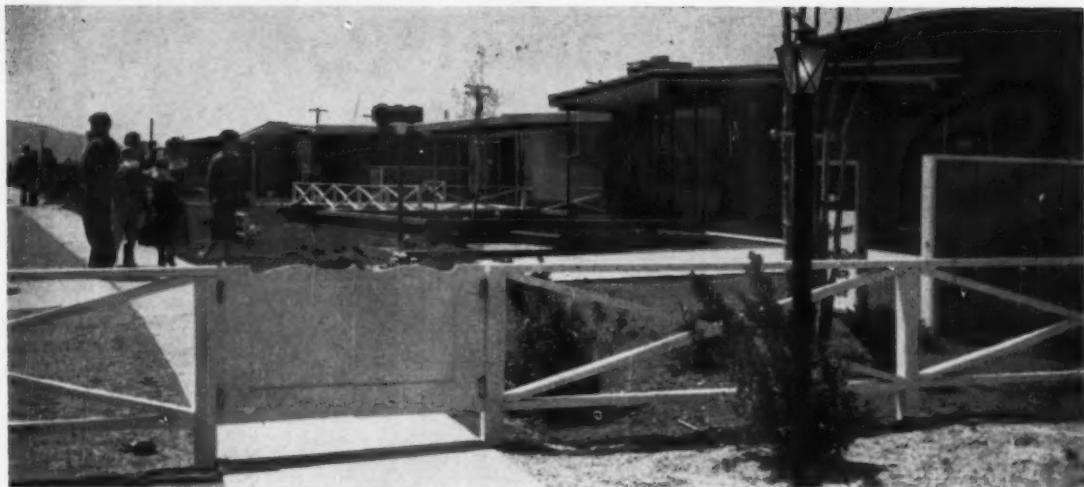
The house sells for \$15,950, with a \$700 FHA down-payment. Financed over a 30-year term, the monthly payments are \$106., FHA. For vets it runs \$101.



FOR THE COST of a divider, kitchen-dining rooms can be separated to highlight custom theme. Prows feels design

alone doesn't tell the story: "You have to have features that catch the eye, yet be able to keep the house simple."

BLUEPRINT HOUSE



GATE, LAMP THEME—carried throughout Prows' advertising and promotion—highlights entrance to model home sites. Cherry Hill split (foreground) is on \$1,700 lot.

◀ **DIRECTIONAL SIGNS** placed along major roads in and around Salt Lake City area point the way, tell price. Handsome brick entrance to development gives feeling of permanency.

AMERICAN BUILDER

BLUEPRINT No. 281 ▶

The estimating take-off for Cherry Hill split level house

AMERICAN BUILDER HOUSE NO. 281

L = lin. ft.	C = cu. ft.
S = sq. ft.	U = units)
LIVING SPACE AREA	1,155 S
BASEMENT AREA ONLY	535 S
CRAWL SPACE AREA ONLY	525 S
PORCH & C.P. AREA ONLY	320 S
STORAGE AREA ONLY	50 S

—EARTH EXCAVATION & GRADING—	
Topsoil 6" Grade Exc. & Fill	6,400 S
Earth Basement Excavation	3,600 C
Earth Foundation Exc. & B'fill	45 C
Earth Hand Footing Exc. & B'fill	350 C
Gravel 4' Floor Subfill	905 S

—CONCRETE CONSTRUCTION & FINISH—	
2500# Conc. Wl, Pier & Chim. Footing	185 C
2500# Conc. Wl, Pier & Chim. Footing Forms	325 S
2500# Conc. Foundation Wall	410 C
2500# Conc. Foundation Wall Forms	1,160 S
2500# Conc. 8'x12'x3' Post Piers & Forms	2 U
2500# Conc. 3 1/2'x6' Wall Curbs & Forms	55 L
2500# Conc. 4' Floor Slab O.G.	535 S
2500# Conc. 4' C. Port & Por. Slab O.G.	320 S
2500# Conc. 4' Storage Slab O.G.	50 S
P.C. Conc. 4'x2'4x4' Chimney Cap	1 U
Monolithic C. Port & Porch Float Finish	320 S
Monolithic Floor Finish	385 S
Carb. & Grout. Expos. Conc. Rubbing	140 S
Kraft Paper Floor Prot. & Cure	905 S
Rigid Fiber 1" Found. Wall Insulation	215 S
#4 Steel .66# Reinf. Rods	445 L
Trade Items Set-In	Sum

—BRICK & BLOCK CONSTRUCTION & VENEER—	
Face Brick 5 1/2" Exterior Wall	750 S
Face Brick 5 1/2" Exterior Wall Veneer	190 S
Face Brick 5 1/2" Chimney Veneer	95 S
Face Brick 4" Fireplace Facing	10 S
Fire Brick 4" Fireplace Lining	20 S
Fire Brick 4" Hearth Paving	10 S
Common Brick Chimney Construction	35 C

—GYPSUM WALL & CEILING BOARDING—

Foil-Back Gypsumboard 1/2" T.J. Wall Boarding	910 S
Gypsumboard 1/2" T.J. Wall Boarding	1,985 S
Gypsumboard 1/2" Wall Lining	1,055 S
Gypsumboard 1/2" Wall Furring	180 S
Gypsumboard 1/2" Wall Enclosure	575 L
Metal Corner Beads	35 S
	68 L

—CERAMIC & MARBLE FL. & WL. TILING & SADDLES—

Ceramic Floor Tiling	75 S
Mastic Ceramic Wall Tiling	165 S
Ceramic 6" Wall Base	32 L
Ceramic 4" Window Stool	23 L
Marble 1 1/4"x6" Door Saddle	5 L
Ceramic Toilet Paper Holder	2 U
Ceramic Tumb. & Brush Holder	2 U
Ceramic 24" Towel Bar	2 U

—METAL & GLASS BATHROOM ACCESSORIES—

Gl. & Metal Med. Cabinet, Mirror & Acc.	2 U
Chrome & Fab. 5' Shower Rod & Curtain	1 U
Chrome Metal Toilet Paper Holder	1 U

—LUMBER FRAMING & CONSTRUCTION—

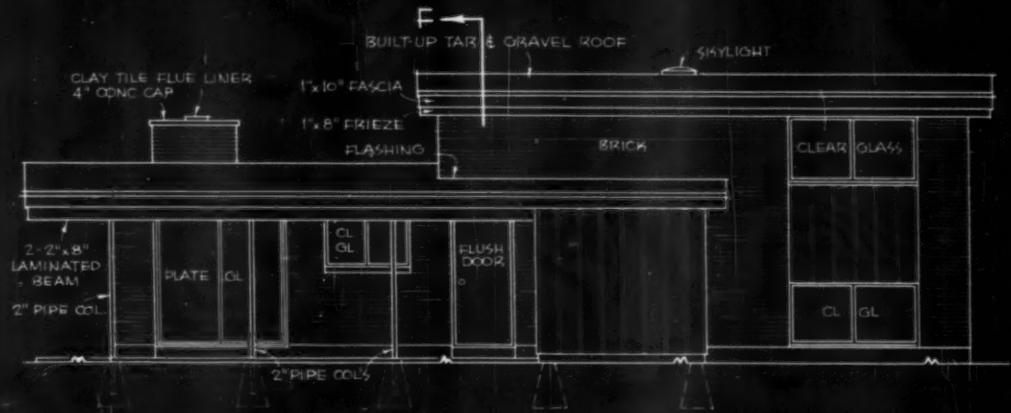
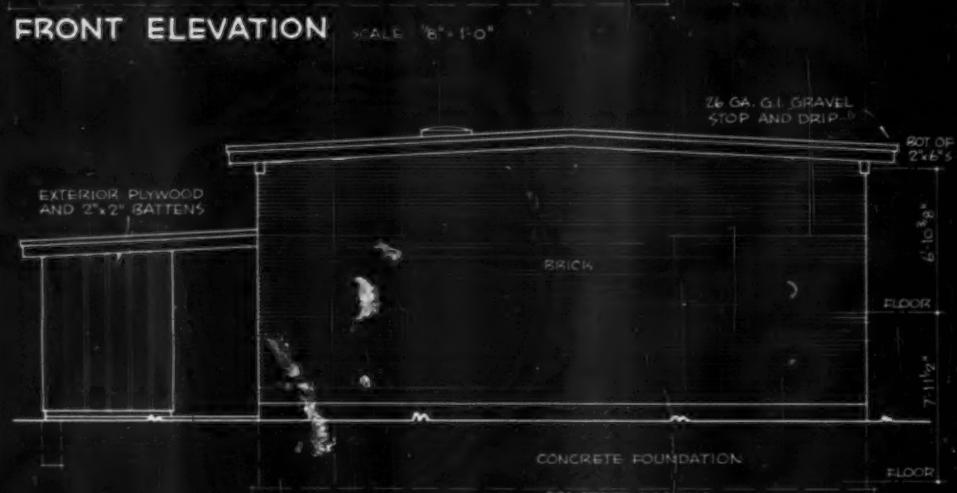
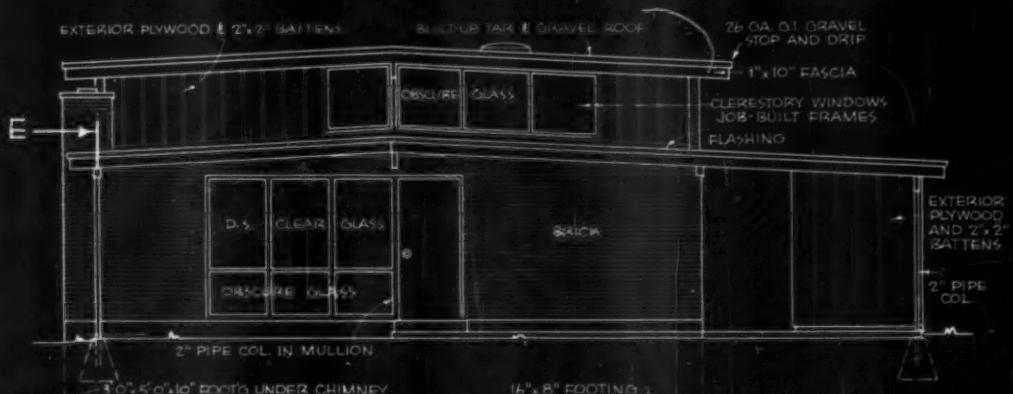
3x6" Fir Beam Support	5 L
2-2x10" Fir Carport Roof Beam	5 L
2-2x10" Fir Door Header	10 L
3-2x8" Fir Floor Beam	20 L
2-2x8" Fir Floor Header	35 L
2-2x8" Fir Stag. Part Plate	15 L
2-2x8" Roof Beam	35 L
2-2x8" Door Header	20 L
2x8" Fir 12"-o.c. Floor Joists	1,080 L
2x8" Fir 16"-o.c. Roof Joists	1,400 L
2x8" Fir Stag. Part Shoe	15 L
2x8" Fir Cornice Fas. Nailer	225 L
3-2x6" Fir Roof Beam	80 L
2x6" Fir 16"-o.c. Ceiling Joists	20 L
3-2x4" Fir Rough Window Sill	15 L
2-2x4" Fir Door Header	30 L
2-2x4" Fir Partition Plate	260 L

(continued on page 231)

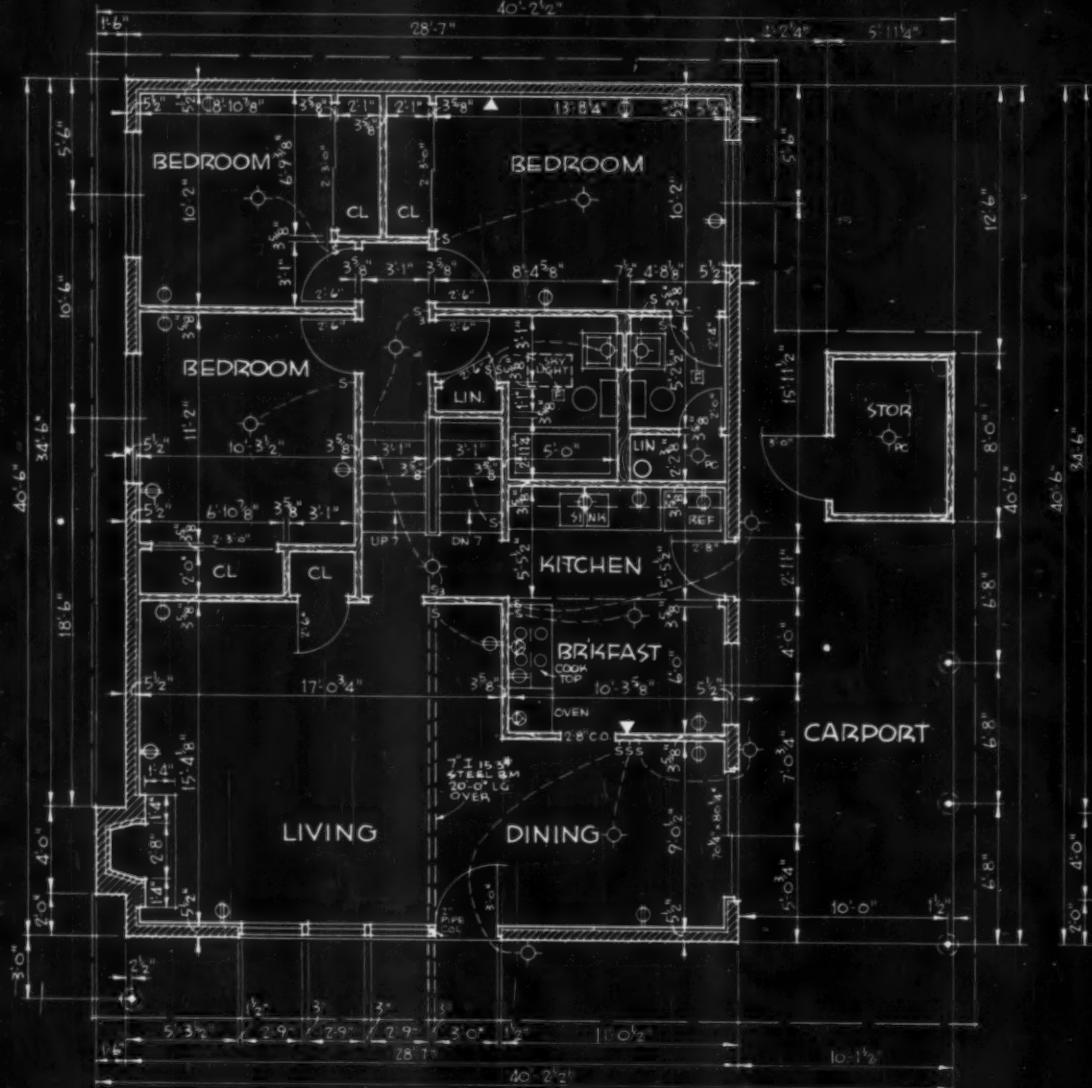
Quality products used in this month's Blueprint House

Interstate Brick; West Coast fir and K. D. Western Hemlock; United States Gypsum Board interior walls and ceilings; American-Standard Plumbing fixtures; Wilsonart plastic-laminated preformed countertop; Arco mahogany kitchen cabinets; Sillers paints; Armstrong linoleum; General Elec-

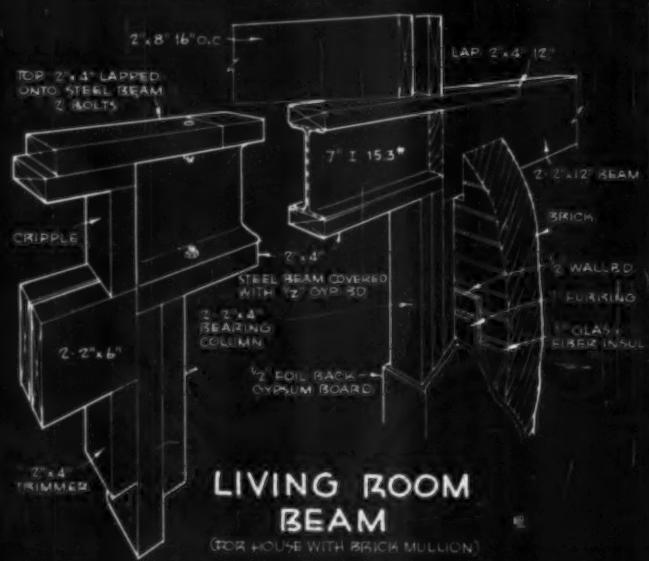
tric appliances and disposal; ceramic tile tub-shower and window sills; Stanthony kitchen hood; Weiser interior and exterior doors; Lennox forced-air perimeter heating system; Fiberglas insulation; Nu-Tone intercom system; Boise Cascade, Georgia Pacific, U. S. Plywood roof deck; Visqueen ground cover.



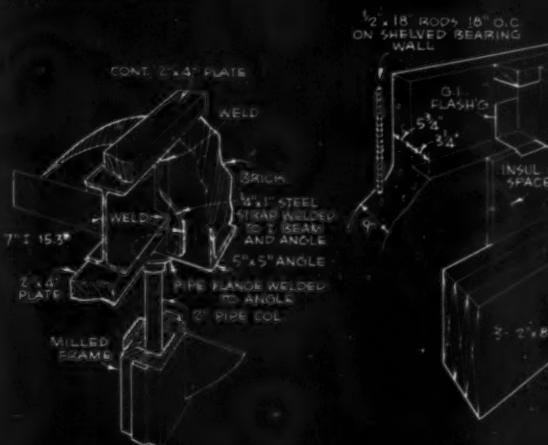
AMERICAN BUILDER BLUEPRINT SERIES.



PLAN OF MAIN AND UPPER LEVELS



LIVING ROOM BEAM

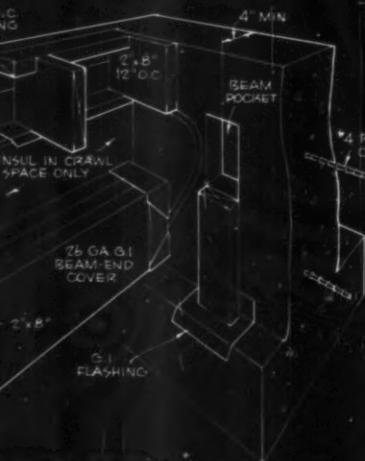


PIPE COLUMN CONNECTION

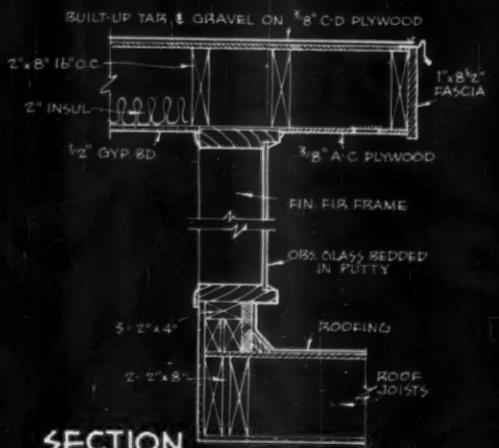


OF LOWER LEVEL FOUNDATION

SCALE 1" = 1'-0"

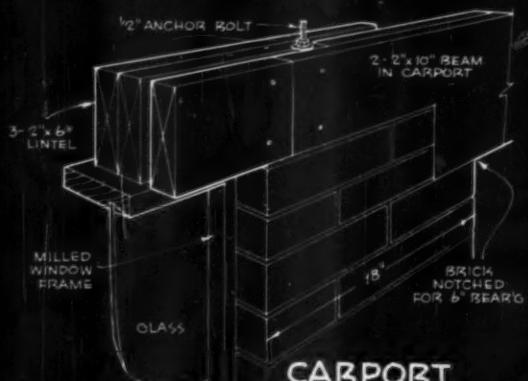


TYPICAL END BEARING



SECTION AT FRONT BEDROOM SASH

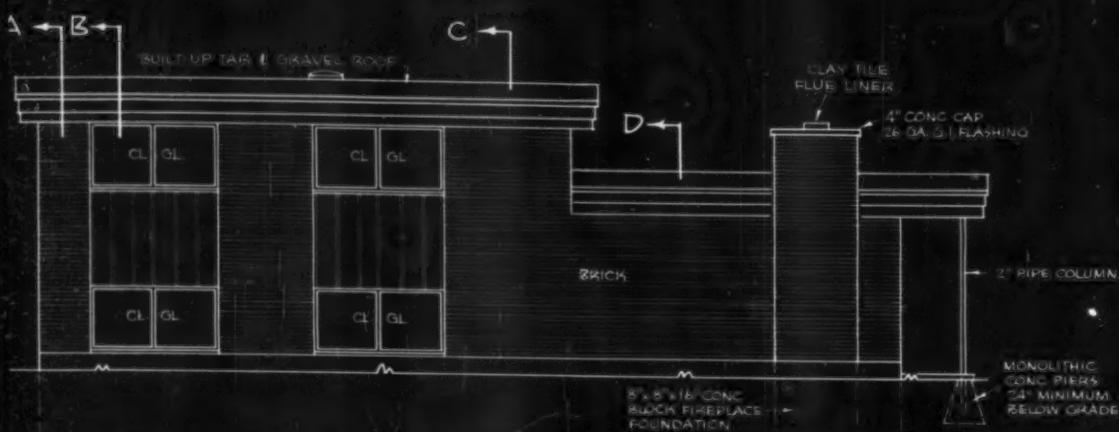
SCALE 3/4" = 1'-0"



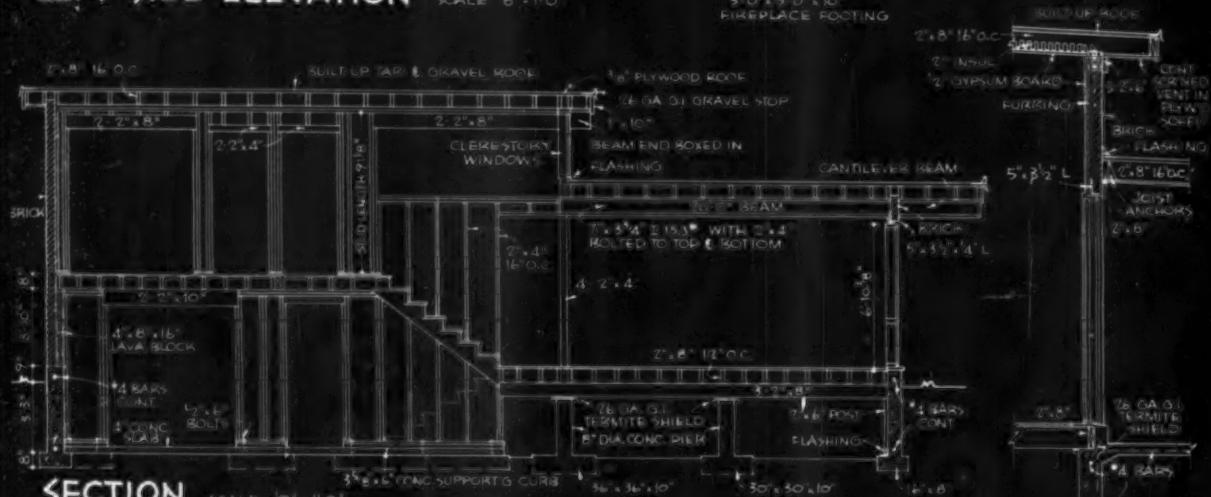
CARPORT BEAM CONNECTION



SPANDREL FRAMING DETAIL



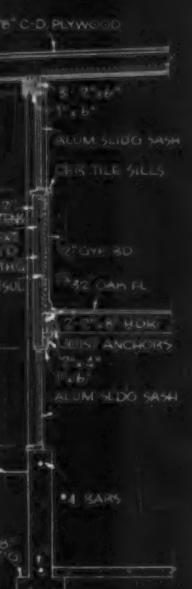
LEFT SIDE ELEVATION



SECTION



SECTION A



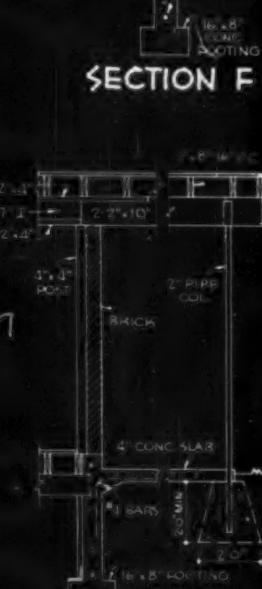
SECTION B



SECTION C



SECTION D



SECTION E

SECTION F

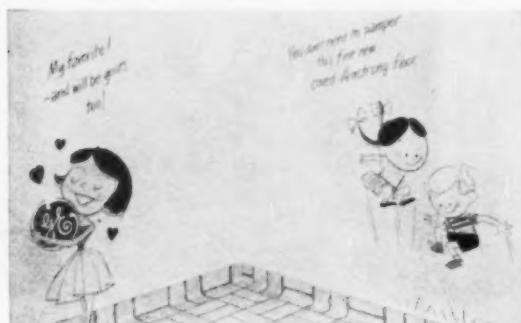
BLUEPRINT HOUSE



OUTDOOR SIGN at the model home site lists contractors, to merchandise "good names" in local building scene.



BATHROOMS are extra-special, and cartoon-signs say so. Trade names, trade associations help promote quality.



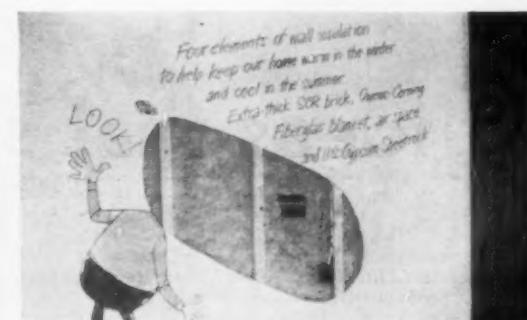
BRAND NAMES appear throughout merchandising program. Cartoons are humorous; words flippant, yet serious.



SIGNS CALL ATTENTION to design features usually unnoticed by prospects. Salesman can use this as cue to pitch.



TOUGH-TO-SELL utilities are smartly promoted the hidden value way. Cartoons glamorize technical aspects.



CUT-A-WAY TECHNIQUE re-assures prospects that "we've got nothing to hide—even behind the quality gypsumboard."

Signs become Prows' silent salesmen

HIDDEN VALUE merchandising has definitely helped Prows sell houses. Winner of the 1960 AMERICAN BUILDER \$1,000 Special Award for Quality Merchandising of Hidden Values, Prows shares credit with associate Robert Wood who has a professional background in advertising-promotion.

The success of the Prows-Wood sales program is based on one factor: "You have got to do the job

professionally. Home-made doesn't work."

"Straight signs don't tell the hidden value story for us," Prows explains. "You have to catch the customer's eye. We have used the cut-away, cartoon technique."

Hidden value story-telling is not a new thing to the Prows' organization. The builder-designer was one of the first in his area to use cut-away signs in selling houses.

In addition to this promotion, Prows capitalizes on trade name building materials and appliances. He knows the promotional effort that manufacturers have put into consumer programs and has taken advantage of it in his promotional efforts.

"The hidden value approach is a wonderful thing for us," he says. "It is a 'silent salesman' when needed, and an aid to our salesmen."



NOTHING-TO-HIDE approach builds buyer confidence. As stopper, part of model home is blacked out with plastic.

film to carry out sign theme: "Don't buy a pig in a poke." Builder said idea drew much comment from prospects.

Roundup:

Ideas that sell houses

THROUGH CONSUMER magazines, manufacturers' literature, television, and, probably best of all, homeowner experience, prospective home buyers are becoming more and more aware of construction techniques and values.

They want to know what's behind the wallpaper—the hidden values.

As one midwest builder put it: "We can no longer sell 'em just design and how nice the paint looks. They want to know about the stud-

spacing, how much insulation there is in the ceiling, what the shingles are made of, and what makes the furnace and air conditioner work."

To tell this story, many builders merchandise hidden values. And these builders are selling houses.

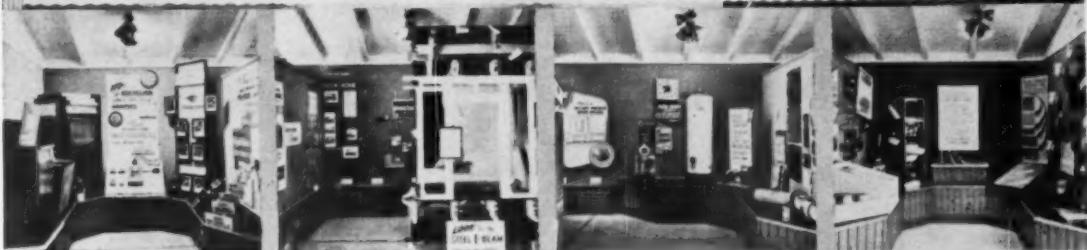


BLUEPRINT SECTION creates interest, gives authenticity to sign. For realism and status, parts are lettered architect style; quality building materials are listed.



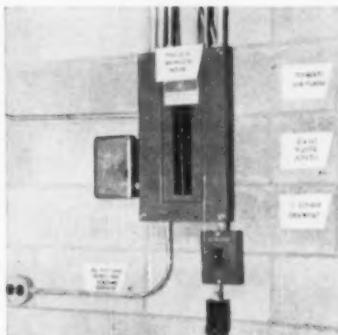
OFTEN OVERLOOKED features are important, are remembered by buyer.

ROCKY MOUNTAIN HOME FAIR *by* PERL-MACK



SALES PAVILION in 45'x20' area shows off major components of homes. Display area is located so it can't be missed

by prospects as they enter model home area. This Denver builder also shows prospects actual construction in action.



UTILITY COMPANY displays show wiring needed for today's appliances.



SIGNS are silent salesmen. They direct traffic, cue salesman presentations.



CUTAWAY of foundation, floor and wall section of model home follows scientific theme. All building materials used in construction are keyed to signs.



MIRRORS reflect roof, ceiling construction, show type of insulation used.

Hidden Values: the art of signmanship, demonstration

It's generally agreed that there's a lot of "show biz" connected with merchandising hidden values and homes. It takes a gimmick. Signs and demonstrations fall under this classification.

Leaders get best results when they create one theme and stick to it. Changing sign or demonstration techniques in the middle of the house tends to confuse prospects. This holds true of entire developments. As one builder explains: "We pick a program, use it throughout the site, on our directional billboards, in our advertising. We want an image."

Signs and demonstrations should: (1) serve as silent salesmen; (2) guide and direct; (3) fix the sales story in the prospective buyer's mind; (4) help the salesman point up features of the house.

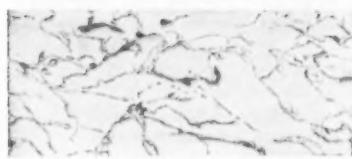
Cartoon-type signs have good impact on customers; they help salesmen break the ice. But they should be done by a professional cartoonist. The message should be short, pointed, and not funny.



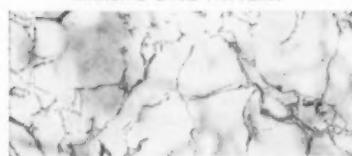
6105

NEW MARLITE DECORATOR PANELS

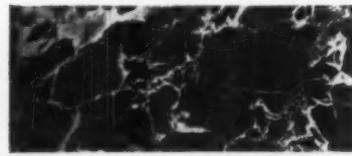
newest look in wash-and-wear walls



MARLITE LACE PATTERN



MARLITE FLEECE PATTERN



MARLITE DELUXE MARBLE PATTERN

Here are fresh, new Marlite patterns designed to add a modern decorator touch to both residential and non-residential interiors. The six new marble patterns (priced considerably less than former Marlite marble panels) are adaptable to any building and architectural treatment. And Marlite's four new golden Fleece and Lace patterns with their fleecy cloud effect and lacy gold veining will give any interior a beautiful contemporary look. All of these new panels ($\frac{3}{16}$ " thick, 4' wide, 8' long) feature Marlite's exclusive melamine plastic finish that needs no painting or further protection; stays like new for years. For the complete story see your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 103, Dover, Ohio.

Marlite®
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlan Ave., Chicago 35, Illinois • 8908 Chancellor Row, Dallas 35, Texas • 1657 Powell Street, Emeryville, California (Oakland) • 3050 Leonis Blvd., Los Angeles 58, Calif. • 39 Windsor Avenue, Mineola, L. I. (New York) • 2440 Sixth Avenue So., Seattle 4, Washington



How big a tractor do you need for basements, materials-handling, grading?

If you build 5 to 25 houses a year, you may not need as big an outfit as you think

Why use a big expensive tractor that costs you \$27 per day or more, when your general excavating, grading and materials-handling work can just as easily be done by a Case 310 Utility Loader... for only around \$9 per day? These per-day costs are an estimate of what it would cost you for depreciation, taxes, insurance and interest every day, for a 200-day work-season. Even if you use a different accounting method, you'll find the relationship still true... over 60% per-day saving in favor of the Case 310.

Consider these jobs:

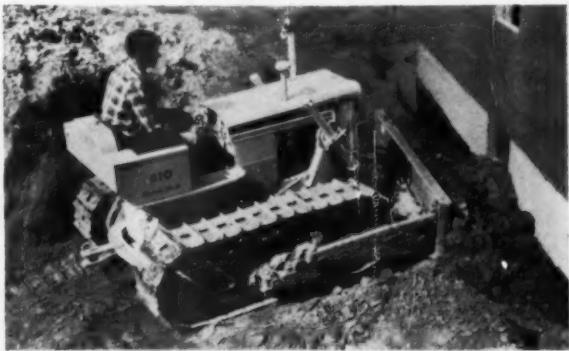
BASEMENTS—Let's agree that a bigger rig may dig a basement faster than a 310. But if the larger rig finishes the job and then "sits idle", the high daily "ownership" cost quickly offsets extra operator-time for the Case 310. So in reality, your "310-dug" basement costs the same or less, and yet you have reduced your investment cost over 60%.

EXPEDITING, MATERIALS-HANDLING—You probably couldn't afford to have a \$135-a-week machine "sitting" on your job while you're framing and finishing a house. But a \$45-a-week Case 310 offers constant opportunities for extra cost-savings, if used just a couple hours a week—to move dirt-piles for easier access by employees and subcontractors, for closer unloading of materials, and to carry lumber, siding, roofing, block, brick and mortar right to workmen... even through deep mud.

GRADING—You can readily see that a utility-size machine offers cost-savings in its speed, maneuverability, and precise control of finish grade around houses. But a Case 310 will also make extra money on larger-yardage dirt-moving, too... whenever "sit-idle" costs of a larger rig exceed added operator expense for the 310.

A low-cost Case 310 Utility Loader develops 5815 lbs draw-bar pull. Available with high-torque Case gasoline or diesel engine, it digs easily, gets heaped $\frac{3}{4}$ -yd bucketloads. Machine reverses direction instantly... turns short smoothly with power on both tracks. Loader lifts 3500 lbs to full height, dumps clean with 8'10" clearance for fast dump-and-go. This unit may be equipped with scarifier or winch, and interchangeable front pallet fork, log fork or dozer blade for specialized or off-season work. And, in addition, it costs less to move the 310 from job to job, than a bigger rig.

See how Case 310 Loader can make extra profit on your general excavating, grading and materials-handling, at 60% saving in outlay. Ask for free demonstration right on your job. Or send coupon for machine details.



310 Power-Angling Dozer

Case 310 tractor with wide-mount hydraulically-operated 92" blade pushes dirt quickly where you want it. Blade angles to 25° right or left on-the-go, offers blade "float" for easy pushing of rough-grade dirt and for fine "back-blade" finishing.

J. I. CASE CO., Dept A1401, Racine, Wis.

Send free information on Case 310 machines:

3500-lb loader Power-angling dozer Other

Name Address

Position City

Company State

CASE *Utility*

LP-Gas dealers help builders

Their business is selling bottled gas. But they also help builders solve a variety of problems connected with building in rural areas. Help often is both technical and promotional.

WHEN A BUILDER "moves to the country" in search of cheaper land, he often is faced with a whole new set of problems. Fortunately, however, there's someone who's more than willing to help him solve those problems—the LP-Gas dealer.

These suppliers of bottled liquid petroleum gas long have been instrumental in opening outlying districts to homebuilding. And with the new influx of builders, dealers find themselves providing everything from technical consultation services to promotional material designed to sell houses.

Builders planning to work in undeveloped areas, and who plan to work with gas as a fuel, would do well to confer with local LP-Gas dealers while planning a subdivision. Two builder case histories point up the wisdom of this idea.

Case History One

R. M. Meyers, who owns the Iowa Business Exchange in Muscatine, Iowa, had built about 200 homes in his area within the last 10 years. These were served through normal gas mains.

But a year ago he planned to build a 23-home development 5 mi. south of Muscatine. The location of the subdivision was beyond the regular gas lines, but the builder wanted to equip the homes with modern gas heating systems.

Meyers wanted to play up the low cost of gas heat in merchandising the houses, which he planned to rent to bring him in a steady income. The question then came up as to how to best provide fuel for this gas-heat operation.

Meyers approached his local LP-Gas dealer, Richard Stegall, manager of Thermogas Company of Wilton Junction, Iowa.

Stegall helped Meyers design into his subdivision a series of "co-operative" fuel tanks. These were eight 1,000-gal. tanks set up at the edges of the subdivision. Each tank supplies two to four houses. Stegall set the deal up so that Meyers assumed none of the cost of installing the tanks.

Thermogas provided all this equipment at a small (\$2 a month) fee from each tenant, to amortize the investment.

Tanks supply fuel to the houses through $1\frac{1}{2}$ -in. copper pipe installed underground. Fuel consumption is registered on meters attached to each house. The meter readings serve as a charge basis for the tenants.

The LP-Gas operates the central heating systems and hot water heaters in all of the homes. Thermogas handled installation of all the furnaces for Meyers.

Case History Two

J. R. Ladd, head of Ladd Enterprises, Des Plaines, Ill., building several large and small tracts 40 mi. outside of Chicago, chose to build in this outlying area to gain the advantage of lower land prices. This was necessary if Ladd was to sell homes at prices that would compete with homes in Chicago's close-in suburbs.

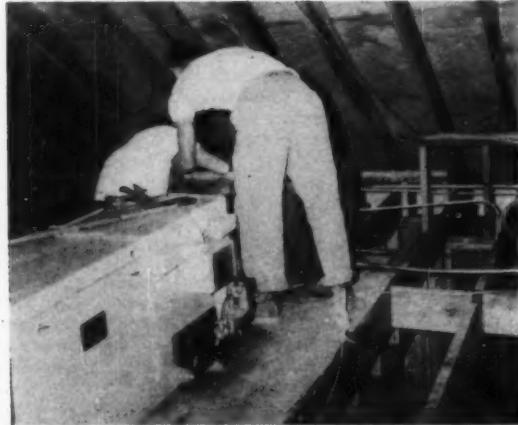
Five of Ladd's six major projects were located beyond gas mains when construction started. Nevertheless, Ladd, who wanted to offer buyers gas service, brought in liquified petroleum gas to serve as fuel.

Helping him work LP-Gas into

Dealer help includes planning of advertising, installing

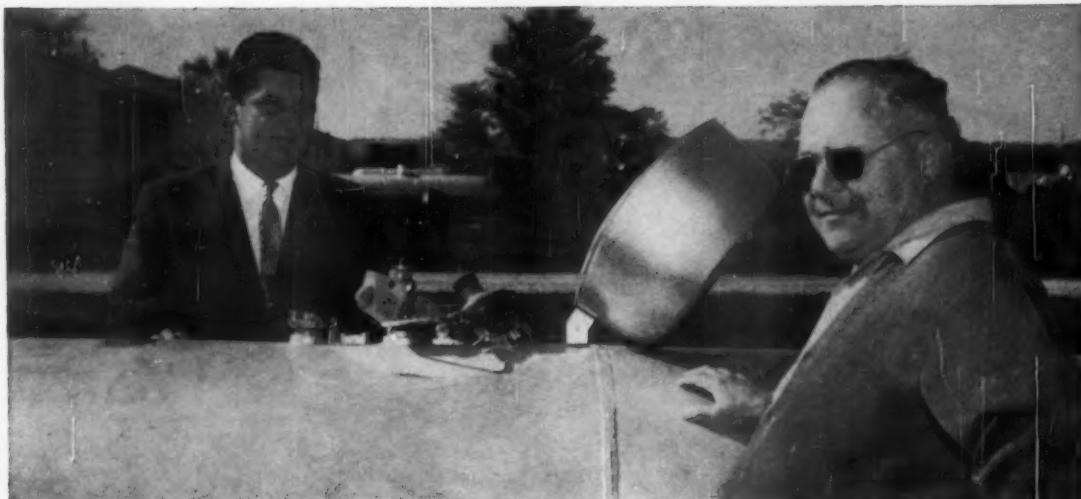


DESIGNING—Dealer James Althoff (left) of Halfday, Ill., and builder Roger Ladd plan a co-operative ad for Ladd Homes. Althoff and other suppliers do this twice a year.



INSTALLING—Dealer's heating specialists install gas furnace in attic of one of Ladd's Lincolnshire homes. Ladd has dealer's men install equipment for trouble-free operation.

develop lower-cost land



BIG TANK—LP-Gas dealer Richard Stegall (left) explains operation of "co-operative" fuel tank to Muscatine, Iowa, builder R.M. Meyers. Tank is one of eight in Meyers' 23-

home subdivision. Co-op tanks are attractive, take less space than a tank on each house. Fuel runs from tank to the several houses it services through underground copper tubing.

the operation was James Althoff, a dealer in McHenry, Ill. Althoff provided Ladd with a complete package of services.

This package included installation of heating systems in the Ladd homes at competitive prices bid against local subcontractors, and providing service against break-

downs or other fuel problems.

Althoff also set up without charge, LP-Gas tanks to heat Ladd's model homes.

Althoff, and other of Ladd's suppliers, also co-operate in Ladd's local newspaper advertising. About twice a year the suppliers pay the full cost of a Ladd ad. Althoff's

share equals $\frac{1}{6}$ of the total cost.

Another service Althoff offers is the arranging and placing of the many displays that furnace and other manufacturers provide for the builder without charge.

Ladd's homes are located on minimum half-acre wooded lots. They sell for between \$35,000 and \$60,000.

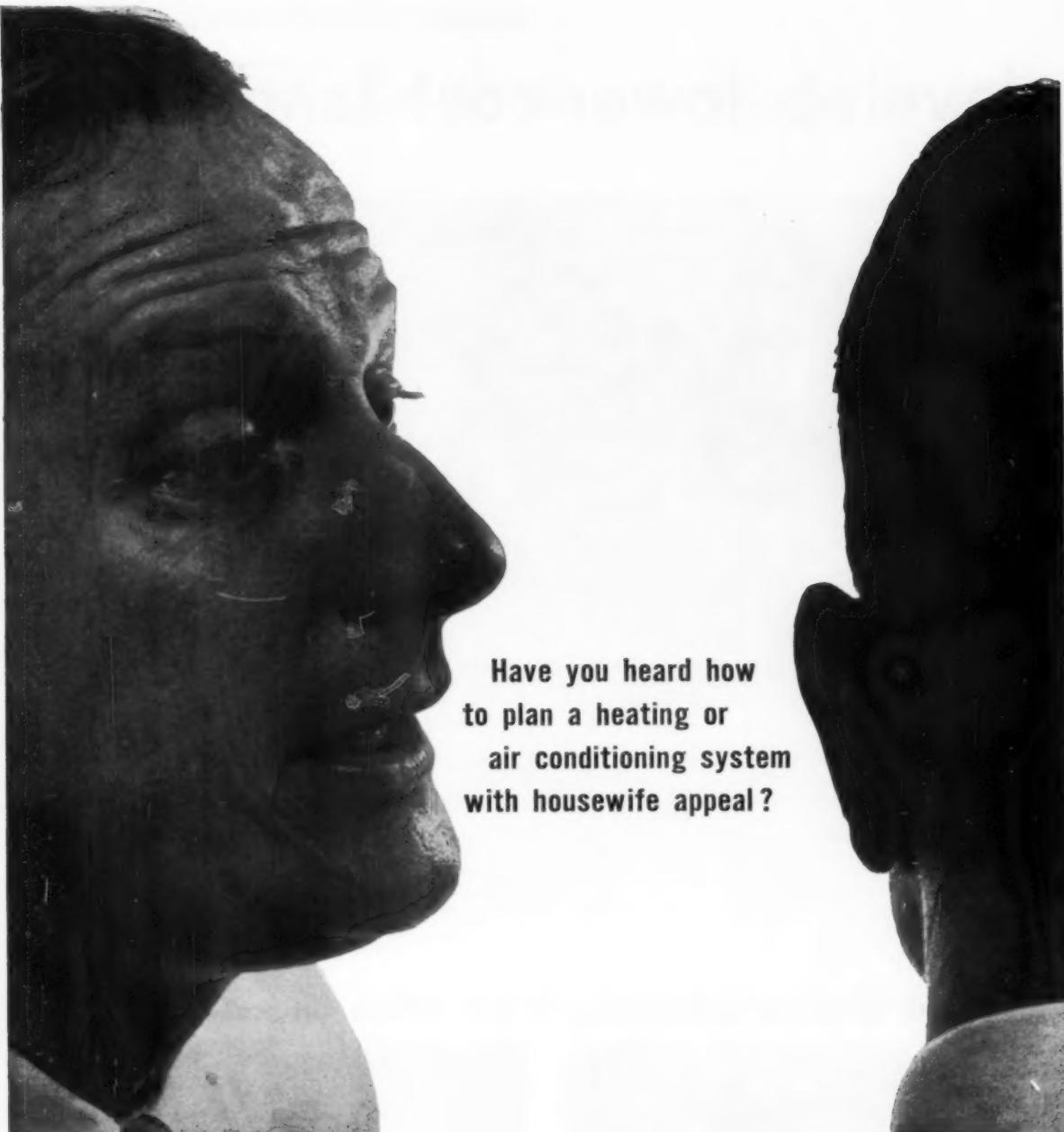
equipment, designing subdivisions, or just talking out problems



LANDSCAPING—Dealers often confer with builder on ways to work fuel supply neatly into subdivision. This involves unobtrusive tank locations and underground lines.



STUDYING—Dealer Stegall (left) and builder Meyers check LP-Gas meter on side of house. Meter shows how much fuel is consumed by each family using co-operative tank.



Have you heard how
to plan a heating or
air conditioning system
with housewife appeal?

It's simple . . . when you start with the new Carrier Automatic Air Purifier.

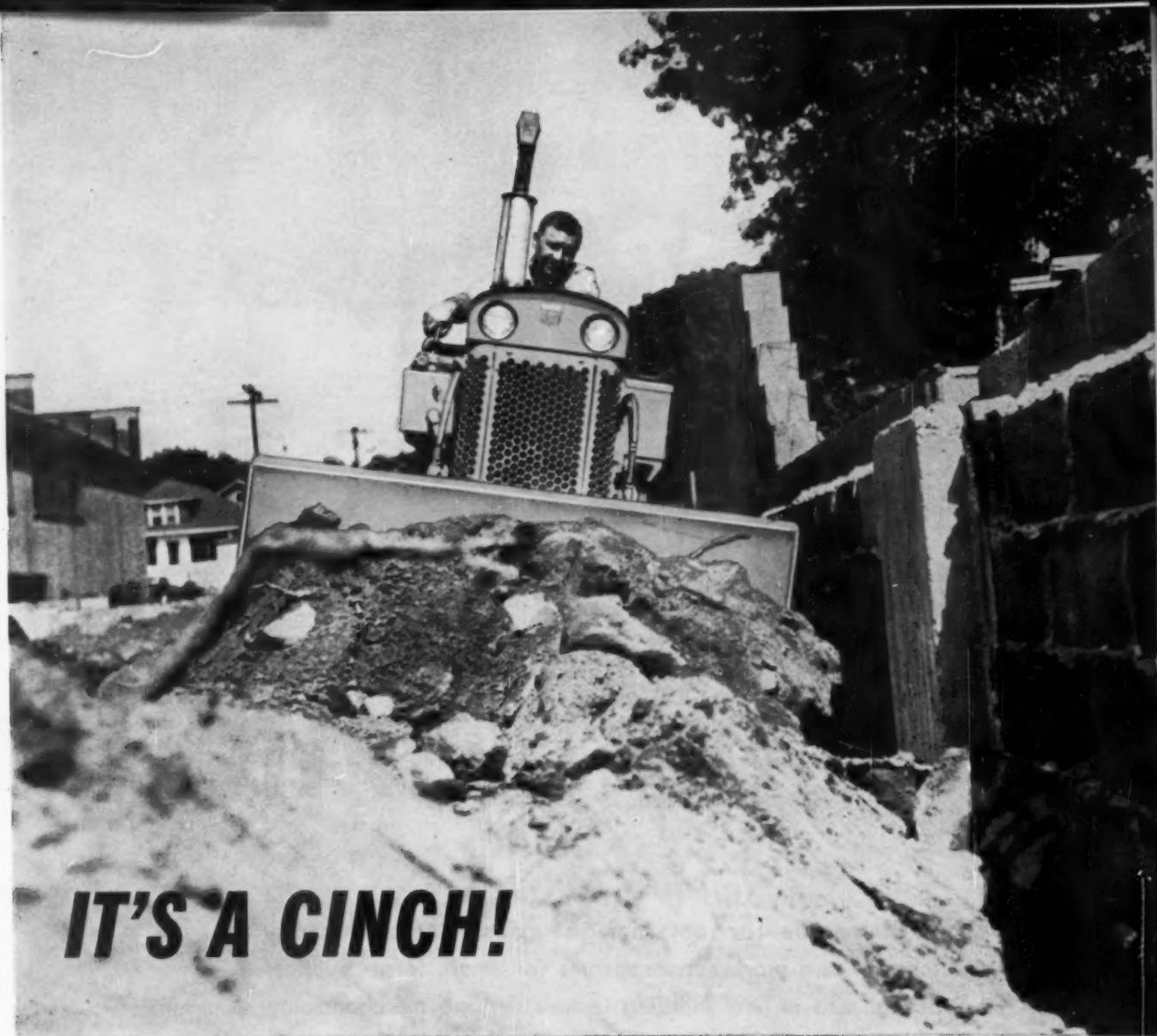
In combination with a Carrier oil or gas furnace, it provides 5-Dimension Heating.

Add a Carrier cooling system, and you can offer complete 12-month Home Air Conditioning like none other on the market.

To find out all the powerful buying appeals you can offer your prospects, be sure to visit the Carrier Exhibit Booths 363, 364, 365 at the NAHB Convention, McCormick Place Exposition Center, January 29 through February 2. Or call your Carrier dealer, listed in the Yellow Pages. Carrier Air Conditioning Company, Syracuse 1, New York.

Carrier *Air Conditioning Company*

A DIVISION OF CARRIER CORPORATION



IT'S A CINCH!

Ticklish job speeded by maneuverable OC-4 with "Spot-Turn"

Contractor P. Gulmy, Glen Rock, New Jersey, has the answer to tricky working conditions—his OC-4.

For example: "To grade and compact rock-laden fill for this structure called for a small, powerful, maneuverable tractor. The block wall was 'fresh.' Lots of concrete piers complicated the job. The OC-4 is perfect for work like this, taking confined job sites in its stride with 'Spot-Turn' steering. It's really maneuverable—and economical!"

The OC-4 is your best solution to close-quarter work or large-production assignments. It has the greatest pounds pull of any crawler tractor its size...the highest clearance, the shortest turning radius. 30-plus h.p. gasoline or diesel engine. Wide selection of mounted equipment, including fast-action backhoe. Oliver Corporation, Chicago 6, Ill.

SEE YOUR
OLIVER
DEALER

Turn to your dependable Oliver dealer when you need hurry-up service and genuine Oliver spare parts.



"What can't the OC-4 do?" Dig, load, grade and, yes, even place concrete—that's what Gene Fierro, Hazleton, Pennsylvania, does with his OC-4 loader. On this job it took concrete from mixer to pour site up a 45° grade. It saved manpower and special ramps, made more money for him. See how this versatile, factory-built, integral $\frac{3}{4}$ -yd. tractor-loader can speed more of your jobs, earn you more!

JOBS, JOBS, JOBS—see how the versatile OC-4 tools up for hundreds of jobs to speed your operations and save you money. Get the big 16-page catalog.





The 1961 NAHB

- It will be the largest in light construction history
- Discussion and workshop programs for small, large builders
- Practical aids in new building techniques and merchandising
- Most convention activities will be open to non-NAHB members
- More than 500 manufacturers to exhibit building products

THE BIG PICTURE . . .

King-size

That's the word to describe the 17th annual National Association of Home Builders' Convention and Exposition which swings into action January 29 in Chicago.

Labeled by NAHB officials as the largest convention and exposition in the history of the light construction industry, the 5-day show will be under one roof—Chicago's new McCormick Place.

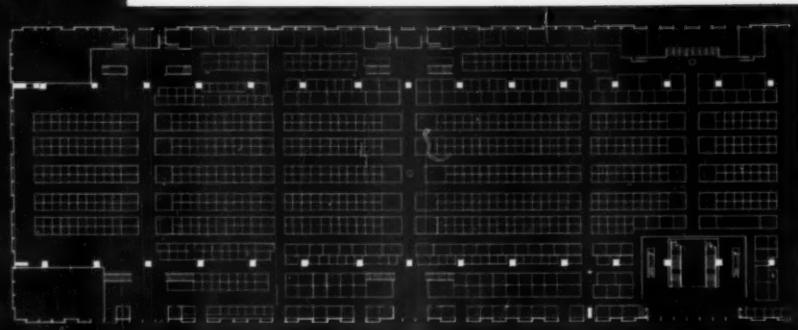
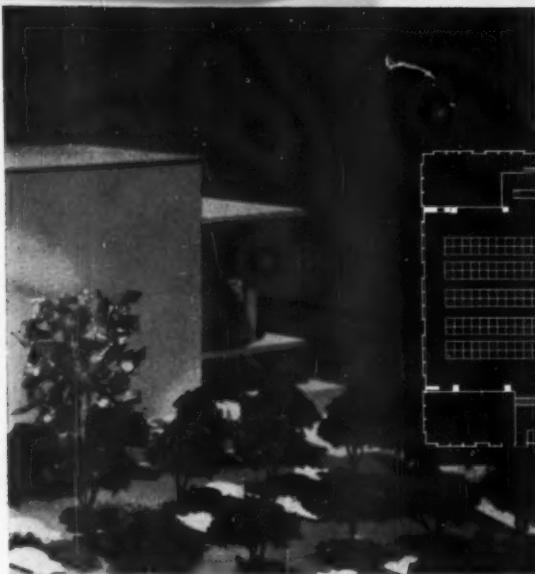
As in past years, builders who are not members of NAHB are invited to attend the show; registration fees run \$15 for men, \$10 for women. All exhibits and meetings—except "housekeeping" meetings such as the board of directors—are open to all.

To date, more than 500 manufacturers have reserved space for the event, and by the time the doors are unlocked, all of the 137,000 square feet of exhibit area is expected to be filled—an increase of 50% over any previous year.

To provide an expected 35,000 conventioneers with transportation between the center and local hotels and motels, frequent bus service has been arranged. For women delegates, an expanded program is planned this year—a luncheon and style show, speakers of national fame, teas, sight-seeing trips, and several special meetings on interior decoration. Added to this—for all delegates—will be a special show featuring the famous Purdue University Glee Club and acts by top stage and television artists.

THE SHAPE OF IT . . .

Because the convention hall is under one roof, the entire program has, generally, been streamlined this year—with your *time* in mind. For example, the first board meeting will be on Saturday morning, January 28. Following will be committee meetings in the afternoon, instead of Friday, ahead of the main convention. NAHB officials have worked out a series of discussion groups to get



UNDER ONE ROOF. This is McCormick Place, Chicago's brand-new exposition center, which encloses an area larger than six football fields. The building, located at 23rd and the lakefront, has facilities for all NAHB functions this year—including lunch. It's near the loop, hotels, motels.

Convention

to the meat of important matters and has teamed this with general sessions, which will be held during the morning hours.

McCormick Place centralizes the entire convention—there won't be any shuffling about between various hotels this year to see the exhibits. For luncheon, the NAHB staff has worked out a system so delegates can eat at the hall.

WHAT THEY'LL BE TALKING ABOUT . . .

● **The economic outlook for 1961.** Reports indicate that business in some areas was off as much as 50% during 1960. How does it look for '61? What role will Kennedy and Congress play in the national housing picture? Scheduled in special sessions are discussions about this and about the outlook for housing demand and the general economy. Also slated are discussions on FHA-VA financing; an international housing program; conventional financing; tax matters; and, in a general session, Federal housing policies.

● **Merchandising.** The success of a builder in 1960 often depended on a good merchandising program. Discussion groups will go into this phase of the building business. Related subjects will include: merchandising for small volume builders; a review of 1-day merchandising short courses; how to make your model house a demonstrator; National Home Week; trade-in housing.

● **Cost cutting and research.** To help you build better and cheaper, discussions and demonstrations on building techniques are scheduled. These include a "house plan analysis" meeting where small volume builders can bring plans and get advice from experts. NAHB Research will demonstrate component panel construction, a new kitchen cabinet system, plastic plumbing, new electric wiring ideas, special hardware, new designs for window and door sections, finishing material ideas, a new prefabricated foundation, and electric heat structural wall panels.

● **Business management.** Today's builder has to know more than just the nuts-and-bolts of construction; he has to be a businessman, too. Advance business management sessions will be held by discussion groups, with a final meeting on business management uniform chart of accounts for the builder.

● **Other important events.** In addition to the preceding events, these topics and meetings are planned: Design sessions; changing concepts in urban renewal; latest developments in labor relations; rental housing; National Housing Center Joint Home Builders and Manufacturers promotion; practical ideas for land development; custom builders workshop; ideas on housing for the elderly and nursing homes; and low income housing.

TO BUILD BETTER, SELL BETTER, TURN TO THE 1961 PRODUCT PREVIEW

TO BUILD BETTER, SELL BETTER . . .

The 1961 Product

1 APPLIANCES, KITCHENS, ELECTRICAL EQUIPMENT

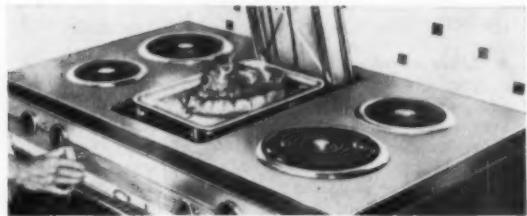


Accent is on laminates for tops and walls in '61 kitchens

Plastic laminates come in eleven patterns and colors, each with a specific design use in bathrooms, kitchens, dens and recreation rooms. Wall tile (available in 10"x10" squares) combines easy

maintenance with adaptability to large areas. Horizontal or vertical applications. Cabinets, drawer fronts, countertops feature grained patterns—Formica, Booth Nos. 714-715.

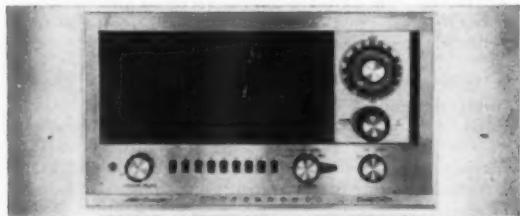
New designs mean new sales



Broiler-griddle combo is countertop-mounted

All-Electric broiler griddle fits right into 42" wide cabinet countertop. Includes four elements with wide range of settings, one thermostatically controlled. Broiler is recessed beneath griddle, rises at finger-tip touch. Unit also available in gas model.—Chambers Built-Ins Co., Booth Nos. 343-347.

Circle No. J2 on reply card, p. 119

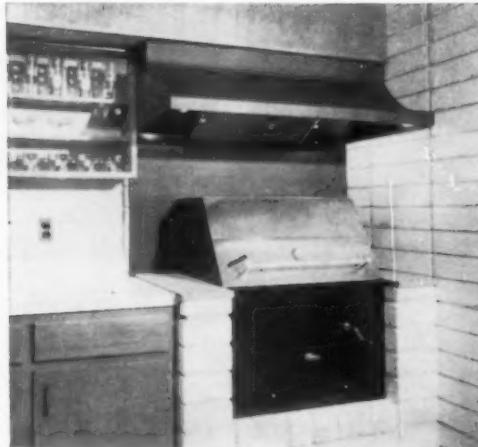


Intercom has AM/FM radio; Hi-fi, stereo connections

Transistorized home sound system features built-in AM/FM radio, amplifier, electronic door chime, two inputs for Hi-fi or stereo equipment. Master station controls remote speakers throughout house. System has drift-free tuning and automatic volume control.—Emerson Electric Mfg. Co., Booth Nos. 456-457, 459-460.

Circle No. J3 on reply card, p. 119

Preview



Built-in barbecue includes lighted, filtered vent

Built-in barbecue has exhaust hood designed for charcoal cooking. Vent has three-speed radial axle blade-type blower capable of removing equivalent of 1,500 cfm. Includes oversize removable and washable filter, built-in lights.—*Hasty Bake Co., Booth Nos. 838-839.*

Circle No. 14 on reply card, p. 119



Kitchen cabinets are styled like furniture

Furniture styling is design concept of new kitchen cabinets. Wood doors and drawer fronts are made of natural birch. Furniture-type pulls are petal-shaped, finished in antique pewter or autumn tone. Drawers mount on rubber rollers.—*Mengel Co., Booth Nos. 543-544.*

Circle No. 15 on reply card, p. 119

- 1 **Appliances, kitchens, electrical** p. 114
- 2 **Baths, plumbing** p. 128
- 3 **Doors, windows, hardware** p. 142
- 4 **Floor, wall, ceiling material** p. 152
- 5 **Heating, air conditioning** p. 163
- 6 **Prefabs, building specialties** p. 184
- 7 **Roofing, siding, insulation** p. 204
- 8 **Tools, equipment** p. 219
- 9 **Bonus** p. 224



Has cabinet-type oven

Gas built-in unit has cabinet-type oven doors. Range measures 40", has four top burners, oven with thermostat-controlled broiler and rotisserie. Control panel is front mounted. Chrome top.—*Geo. D. Roper Corp., Booth Nos. 549-550.*

Circle No. 16 on reply card, p. 119



Disposer resists impact

Garbage disposer comes in four models, is encased in high-impact polystyrene. Has mounting assembly that is self-aligning, self-locking. Reverse action switch to reduce friction.—*In-Sink-Erator Mfg. Co., Booth Nos. 768-769.*

Circle No. 17 on reply card, p. 119

Cabinet gives color harmony

New cabinet design called "Autumn Breeze" harmonizes with various toweling, fabrics, appliances, accessories. "Whisper" pattern offers choice of four colors. Line features plastic-faced kitchen cabinets.—*Consweld, Booth Nos. 126-127.*

Circle No. 18 on reply card, p. 119

Cabinets are versatile

Kitchen cabinets have swivel-type storage drawers, disappearing doors. Drawers mount on steel shafts, rotate out from under countertop. Doors swing out, slide into cabinet side when unit is in use.—*Orbit International, Booth Nos. 845-847.*

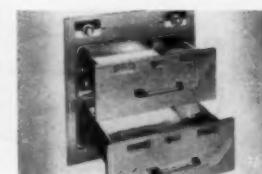
Circle No. 19 on reply card, p. 119



Hood is nonducted

Nonducted range hood is 7" deep, designed for use with standard cabinets. Fan pulls grease, smoke odors through three different filters. Unit extends 21", comes in 30", 36", 42", 48" widths.—*NuTone, Inc., Booths Nos. 76-74.*

Circle No. 20 on reply card, p. 119



Drawer warms food

Two-compartment warming drawer is completely insulated, has high and low temperature range. Each drawer has humidity control, separate heat chamber, thermostat.—*Thermador Electrical Mfg. Co., Booth Nos. 386-388.*

Circle No. 21 on reply card, p. 119

PRODUCT PREVIEW

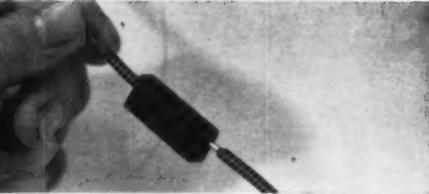


Refrigerator-freezer fits every size kitchen

The 1961 "Model 125" has been added to Sub-Zero's line of built-in refrigeration equipment. A "Tu-Temp" combination refrigerator-freezer unit makes a total of ten models in line to fit every size kitchen layout. Equipped with a $\frac{1}{4}$ hp com-

Circle No. J314 on reply card, p. 119

pressor, new model has dual adjustable temperature controls in refrigerator and in freezer. Has a permanent base as integral part of cabinet. Requires no special cabinet or complicated installation. — *Sub-Zero Freezer Co., Inc., Booth Nos. 86-88.*



Multi-outlet system connects up faster

Plugmold multi-outlet systems are aided by addition of the new W30 Wire Connector. Pressure-type device is for common connection of 2, 3, or 4 No. 12 AWG solid connectors. No slack is needed, so any applied installation is easy. Connector is

1.5-16" x $\frac{1}{4}$ " allows for T-splices without twisting, soldering or taping. Conductor can't pull out or work loose. Strip gauge is molded into each device. Designed to handle any splice. In cartons of 10 or 50. — *Wiremold Co., Booth No. 407.*

Circle No. J318 on reply card, p. 119



Bodies are all steel

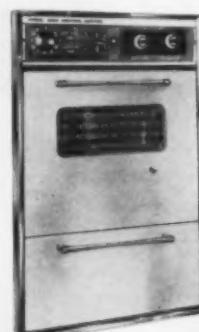
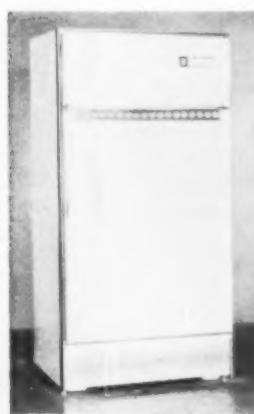
Popularly-priced cabinets have birch fronts, heavy-gauge steel bodies. The five-ply birch is solid core, with fruitwood finish. Drawers have nylon glides. Have strength of steel, warmth of wood. — *Marvel Metal Products Co., Inc., Booth No. 810.*

Circle No. J319 on reply card, p. 119

Prepare food anywhere

Five-in-one kitchen that can be situated any place. Features 5½ cu.ft. refrigerator, two-burner range, sink, Formica top server, and cabinet. Black, walnut, mahogany, or blond finishes. — *Acme-National Refrigeration Co., Inc., Booth No. 816.*

Circle No. J321 on reply card, p. 119



Never frosts up

This 13 cu. ft. combination refrigerator-freezer has frost-proof freezing system in top freezer section. Never needs defrosting. Has more space because there is no space-robbing frost. Fashionable new styling. — *Frigidaire, Booth Nos. 720, 772.*

Circle No. J315 on reply card, p. 119

Timing device added

Magic Chef built-in oven, the 9311-5WC, has the Dial-a-Magic roasting control feature previously only in the free-standing line. All new models have accurate temperature control from 140° to 250°. — *Magic Chef, Dixie Prods., Booth Nos. 211-213.*

Circle No. J316 on reply card, p. 119

Plenty of flexibility

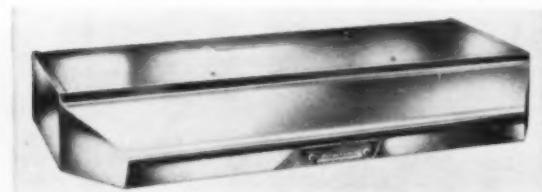
Red birch kitchen cabinets are modestly priced and provide unlimited design arrangements for any type of kitchen. Precision produced, constructed to allow for space adjustments. All units reversible. — *Kitchen Kompact, Inc., Booth Nos. 899-900.*

Circle No. J320 on reply card, p. 119

Filter is coated

Ductless hood introduces a rechargeable coated filter. Adhesive coating absorbs odors and particles better than charcoal and does not release them. Recharged with a spray, lasts months. — *Berns Air King Corp., Booth Nos. 391-393.*

Circle No. J322 on reply card, p. 119



Completely prewired hood has powerful fan

Rangemaster hood is a completely pre-wired unit with powerful fan. Exhausts straight out the back or vertically between the wall studs. Built for quality at low cost, it features twin lights, pushbutton control, and a variety of finishes to

match any kitchen decor. Electro-plated finishes of brushed antique copper and hammered antique copper; satin stainless steel, coppertone, silver-tone. — *Aubrey Hardware Mfg. Co., Booth Nos. 982-983.*

Circle No. J317 on reply card, p. 119

Controls smaller wattage of lighting

Smaller Luxtral light control, WBD 200, is made for circuits carrying up to 200 watts. Designed to brighten, dim and blend lights for only a few lamps, it can enhance the beauty of a room, provide proper lighting for various pur-

poses. It economizes by acting as a transformer, not a rheostat. Works with incandescent lights, or five rapid-start fluorescent lamps. Wall plate is 5" square, installed with one concealed nut. Retail: \$18. — *The Superior Electric Co., Booth No. 835.*

Circle No. J323 on reply card, p. 119

NEW MODERN LOOK--BY DEXTER



the new no. 1160—most modern look in locks for screen and combination doors!



New Knob—1 $\frac{3}{4}$ " diameter, styled in the modern tulip shape to match other Dexter locksets for throughout-the-house harmony.

New Lever—in sturdy, simple, smooth-flowing lines for massive look and sure, solid grip.

New Roses—1 $\frac{7}{8}$ " diameter, designed to complement the larger roses of other Dexter hardware.

New Safety Strike—with exclusive well in lip to keep door latched though not fully closed.

Completely reversible—for inswinging and outswinging doors.

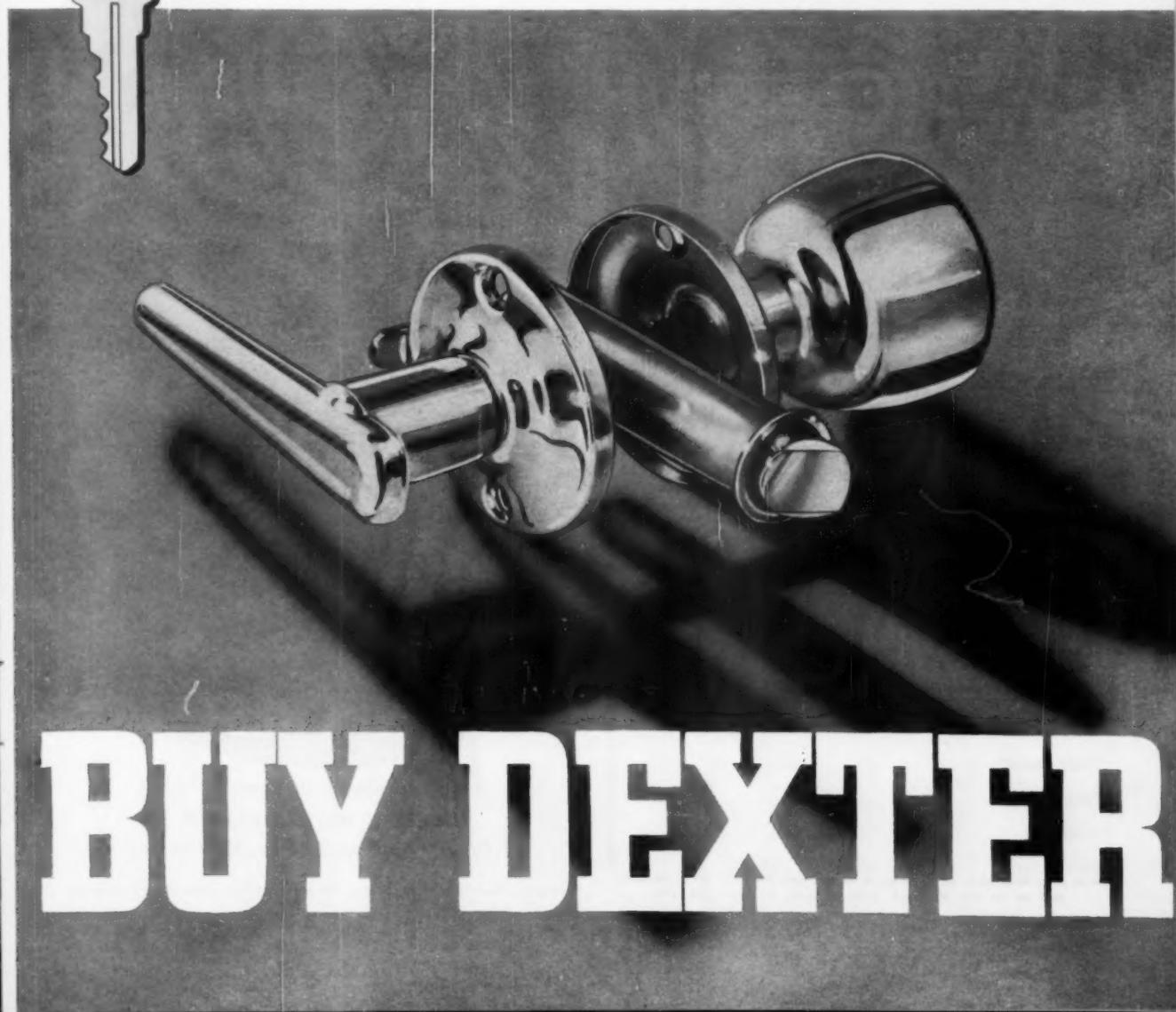
Finishes—available in polished brass, satin bronze, black, polished and satin chrome.

Mounted displays available to Dexter dealers. Write for full information.

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada, Ltd., Galt, Ontario. IN MEXICO: Dexter Locks, Puerto Elegante, S.A. de C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia and Milan, Italy.



IF YOUR PROSPECT LOOKS FOR A WAY OUT



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BASEMENT DOOR

THE BILCO COMPANY, DEPT. T-81, NEW HAVEN, CONN.

Yes! I want to hear more about Bilco Doors!
Please send a copy of "Basement Pre-Planning." ()

YOUR NAME.....

FIRM NAME.....

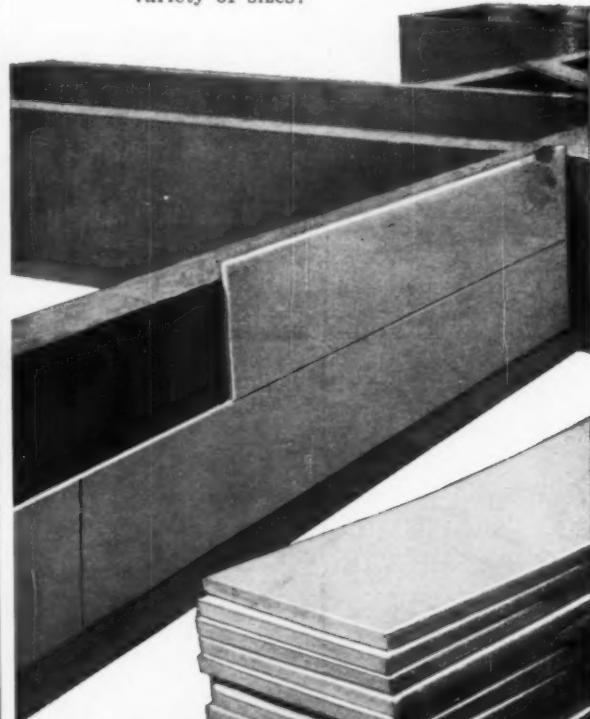
STREET.....

CITY..... ZONE..... STATE.....

See us at the N.A.H.B. Convention, Booths 326-329

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Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A thoroughly proven foam plastic insulation of outstanding thermal properties . . . labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing available in a variety of sizes.



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instructions
and
sample

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American Builder Reader Service

★ JANUARY 1961

NAME (Please print)

FIRM NAME

TITLE

STREET

CITY

ZONE STATE

Builder, Contractor
 Manufacturer

Sub-contractor
 Finance

Building own home
 Realty

Architect
 Government

Engineer
 Student

J1	J21	J41	J61	J81	J101	J121	J141	J161	J181	J201	J221	J241	J261	J281	J301	J322	J343	J364
J2	J22	J42	J62	J82	J102	J122	J142	J162	J182	J202	J222	J242	J262	J282	J302	J323	J344	J365
J3	J23	J43	J63	J83	J103	J123	J143	J163	J183	J203	J223	J243	J263	J283	J303	J324	J345	J366
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American Builder Reader Service

★ JANUARY 1961

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J2	J22	J42	J62	J82	J102	J122	J142	J162	J182	J202	J222	J242	J262	J282	J302	J323	J344	J365
J3	J23	J43	J63	J83	J103	J123	J143	J163	J183	J203	J223	J243	J263	J283	J303	J324	J345	J366
J4	J24	J44	J64	J84	J104	J124	J144	J164	J184	J204	J224	J244	J264	J284	J304	J325	J346	J367
J5	J25	J45	J65	J85	J105	J125	J145	J165	J185	J205	J225	J245	J265	J285	J305	J327	J348	J368
J6	J26	J46	J66	J86	J106	J126	J146	J166	J186	J206	J226	J246	J266	J286	J306	J328	J349	J369
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J8	J28	J48	J68	J88	J108	J128	J148	J168	J188	J208	J228	J248	J268	J288	J308	J330	J351	J372
J9	J29	J49	J69	J89	J109	J129	J149	J169	J189	J209	J229	J249	J269	J289	J310	J331	J352	J373
J10	J30	J50	J70	J90	J110	J130	J150	J170	J190	J210	J230	J250	J270	J290	J311	J332	J353	J373
J11	J31	J51	J71	J91	J111	J131	J151	J171	J191	J211	J231	J251	J271	J291	J312	J333	J354	J374
J12	J32	J52	J72	J92	J112	J132	J152	J172	J192	J212	J232	J252	J272	J292	J313	J334	J355	J375
J13	J33	J53	J73	J93	J113	J133	J153	J173	J193	J213	J233	J253	J273	J293	J314	J335	J356	J376
J14	J34	J54	J74	J94	J114	J134	J154	J174	J194	J214	J234	J254	J274	J294	J315	J336	J357	J377
J15	J35	J55	J75	J95	J115	J135	J155	J175	J195	J215	J235	J255	J275	J295	J316	J337	J358	J378
J16	J36	J56	J76	J96	J116	J136	J156	J176	J196	J216	J236	J256	J276	J296	J317	J338	J359	J379
J17	J37	J57	J77	J97	J117	J137	J157	J177	J197	J217	J237	J257	J277	J297	J318	J339	J360	J380
J18	J38	J58	J78	J98	J118	J138	J158	J178	J198	J218	J238	J258	J278	J298	J319	J340	J361	J381
J19	J39	J59	J79	J99	J119	J139	J159	J179	J199	J219	J239	J259	J279	J299	J320	J341	J362	J382
J20	J40	J60	J80	J100	J120	J140	J160	J180	J200	J220	J240	J260	J280	J300	J321	J342	J363	J383

Just circle the numbers at right and you'll receive the information you want. FREE from the manufacturers

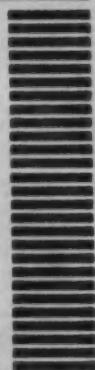
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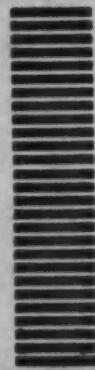
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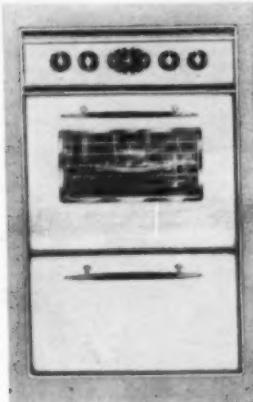
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PRODUCT PREVIEW



Holds lowered heat

Built-in double ovens have contemporary styled control panel. New flame control allows lower temperatures to be maintained for long periods, usable in fast thawing of frozen foods. — *Tappan Co., Booth Nos. 606-608.*

Circle No. J12 on reply card, p. 119

Range surface builds in

Hotpoint's newest De Luxe 30-inch stack-on has brushed chrome cooking surface with four burners. "Super-Matic" unit makes cooking automatic. Fits, without cutouts, over standard wood or metal base cabinet. — *Hotpoint, Booth Nos. 735-739.*

Circle No. J13 on reply card, p. 119

Booth for any kitchen

Boothettes to fit any kitchen and any budget come in nine different styles. Units are free-standing with tubular steel legs and pedestals, all foam filling covered with elastic backed vinyl. — *Ableart Upholstery Co., Inc., Booth No. 925.*

Circle No. J14 on reply card, p. 119

Turns lights on, off

"Electric brain" clock turns lights on and off automatically at preset time. Operates any circuit for periods from 15 minutes up to 23 hours. The 24-hour dial has two easy-to-set pointers. — *International Register Co., Booth No. 935.*

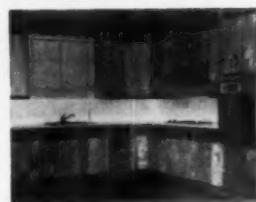
Circle No. J15 on reply card, p. 119



Stores all dry foods

Kitchen storage cabinet has 49 cu. ft. of storage space for dry foods. Has one permanent and 11 adjustable shelves, three center shelves that tip forward for canned goods, drawers with ventilated sides. — *Kitchen Maid Corp., Booth Nos. 372-377.*

Circle No. J16 on reply card, p. 119



Cabinets hit ceiling

Birch veneer cabinets are designed for walls, bases, sinks, ranges. Ceiling-high style eliminates soffits, adds storage space. Made of particleboard and satiny veneer. — *International Paper Co., Long-Bell Div., Booth Nos. 289, 321.*

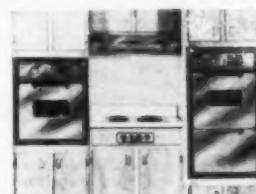
Circle No. J17 on reply card, p. 119



TV wiring is easy

Built-in TV-FM "Magic Carpet" antenna system comes in three versions. Two-outlet is for strong signal, urban areas; 4-outlet for suburban developments; 5-outlet for large home. — *Jerrold Electronics, Booth Nos. 1106-1107.*

Circle No. J18 on reply card, p. 119



Ovens in 18" size

An all new line of 18" single and double electric built-in oven models. And an all new 18" gas built-in oven. All have standard features with optional accessories and controls. — *Gray & Dudley Co., Booth Nos. 64, 65.*

Circle No. J19 on reply card, p. 119



Have laminate doors

Standardized "Signet" kitchen cabinets have doors with exclusive laminate development. Will not warp or dent. Cabinet bodies are pine, with prime coat of paint. Units based on 3" modules. — *Caradco, Inc., Booth Nos. 255, 532-534.*

Circle No. J20 on reply card, p. 119

Cabinets finished in fruitwood

This manufacturer will feature a new and complete line of kitchen cabinets, designed in simple lines to match traditional or modern decor. Cabinets are of white birch in fruitwood traditional finishes. — *Henry M. Carr, Inc., Booth No. 1200.*

Circle No. J21 on reply card, p. 119

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PRODUCT PREVIEW



Ceramic burners in oven broil with infra-red rays

Two new built-in gas ovens have distinctive functions, provide truly luxurious installations. One is the balanced-heat baking oven, with live flame smokeless broiler. Other is the Micro-Ray oven with improved ceramic burners. The gas flames

Circle No. J22 on reply card, p. 119



Top is "terraced"

Split-level terraced top on this electric range gives it a built-in look. Requires only 230-V connection; eliminates costly installation. Controls on side panel. Oven doors to match kitchen decor. — Westinghouse Corp., Booth Nos. 749-756, 761-763.

Circle No. J23 on reply card, p. 119

Burner prevents scorching

New flame set burner control produces right size flame for the pan, prevents scorching in nonaluminum cooking utensils. A combination gas cock and thermostat responds to temperature of food. — Robertshaw-Fulton Controls, Booth No. 557.

Circle No. J25 on reply card, p. 119



Fits like a built-in

Free-standing 30" and 40" electric ranges are compatible in size with base cabinets. Fit flush to wall and blend with countertops. Looks built-in. Features include tilt-up tops, lift-off oven doors. — Philco Corp., Booth Nos. 32-34.

Circle No. J26 on reply card, p. 119



Sound sealed in

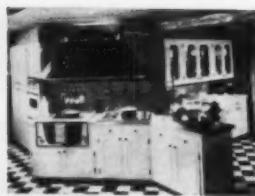
Three new models in the garbage disposal line are engineered for top grinding efficiency and quiet performance. "DispoZmaster" has extra large cutter blades, stainless steel grinding sleeves. — Harvill Corp., Booth No. 807.

Circle No. J24 on reply card, p. 119

Has three cycles

Dishwasher has three cycles. The "rinse and hold" ends small, frequent washings. And the "utility and utensil" cycle practically eliminates scraping. Undercounter built-in, or free standing. — KitchenAid; Hobart Mfg. Co., Booth Nos. 783-784.

Circle No. J27 on reply card, p. 119



Separates work areas

Spanish kitchen is castle-sized and separated into cooking-serving; dining-planning-tableware storage; preparation, laundry and storage. All storage units are hardwood. — Mutschler Bros. Co., Booth Nos. 575, 583-588, 600-607.

Circle No. J28 on reply card, p. 119



Vents cooking center

With a cooking-center in mind these venting hoods are designed for built-in barbecue and broiler units, pull-out ranges. All have built-in exhaust blowers of suitable capacity. — Vent-A-Hood Co., Booth Nos. 967-968.

Circle No. J31 on reply card, p. 119



Cabinets are durable

A totally new system for cabinets is based on an extruded metal framework with solid Fiberglas doors, drawer fronts, shelving. Fiberglas will not warp, split or dent. Never needs refinishing. — Modulux, Inc., Booth No. 816.

Circle No. J29 on reply card, p. 119



New methods in surfacing

Uni-Pak base cabinet is the feature of this preplanned package kitchen. Reduces purchase price of kitchen equipment and installation costs. Builder does not have to mount handles, drawer fronts. — Youngstown Kitchens, Booth Nos. 745-747.

Circle No. J30 on reply card, p. 119



Cabinets sit off the floor, mix with base units

New line of off-the-floor cabinets by Whitehall can be used for a complete kitchen layout. Can also be used to integrate with other regular base units. Units come in 12 good looking natural wood finishes on maple and oak. Construction is all

hardwood with warp-proof doors, nylon-bearing drawer slides and magnetic door catches. Cabinet doors can be standard lip type, French provincial, or vertical scored colonial. — Whitehall Cabinets Inc., Booth Nos. 568-569.

Circle No. J33 on reply card, p. 119



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Now contractors everywhere can build trouble-free incinerators . . . with dependable Donley incinerator designs and parts. More than 30 performance-proven incinerator plans are now available to help builders meet the growing demands of architects and owners for economical on-site refuse disposal. These field tested designs and approved incinerator parts also meet the operating standards established by leading fire insurance companies, testing laboratories and most municipal codes!

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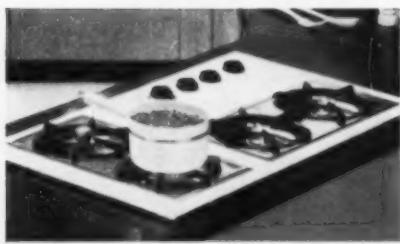
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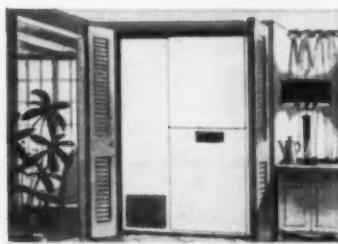
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Save on construction costs with the new '61 FORD TRUCKS

SAVE FROM \$31 TO \$157 ON PRICE* ALONE WITH FORD'S F-100 STYLESIDE PICKUPS

Contractors everywhere are finding that the half-ton Ford Styleside is priced below all other comparable pickups! And these rugged pickups are designed to keep right on saving with lower maintenance and operating expenses. Their durable, one-piece cab-and-box construction provides increased rigidity and eliminates a major source of rust and corrosion. Not only does the sheet metal last longer with this stronger body, but it also contributes to a quieter ride.

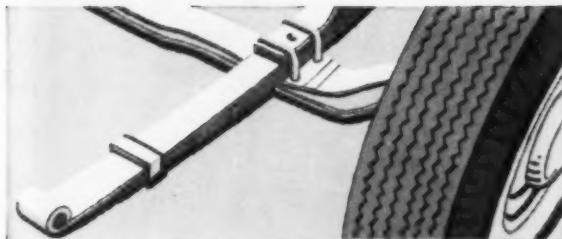
And you can save more . . . because you can carry more on every trip. Styleside bodies are longer and wider with loadspace increased as much as 16%. In addition, wheelbases have been lengthened 4 inches and this combined

with the improved shock absorbers gives a ride that's unexcelled in its field—proven by scientific Impact-O-Graph tests. For construction work the angle of approach has been increased so you can climb steeper drives or go over deeper ditches or gullies. Ford also offers America's lowest-priced* 4 x 4 with big 8-ft. box, the F-100 Flareside.

And you can save on operating expense! Ford's Mileage Maker 223 Six is standard on all conventional pickups to keep gas costs low. The economical 292 V-8 is available for jobs requiring extra power. Both engines are equipped with Ford's Full-Flow oil filter that lets you get 4,000 miles between oil changes.

*Based on a comparison of latest available manufacturers' suggested retail delivered prices





SAVE UP TO \$150 ON FRONT TIRES! In certified tests of truck suspensions, Ford front tires lasted up to twice as long. In 50,000 miles, savings can add up to \$150 on a pickup . . . more on two-tonners. And Ford's sturdy I-Beam front axle and leaf-spring suspension not only cut tire wear, but their simpler design also cuts maintenance costs.

12,000 MILE OR 12 MONTH WARRANTY

SAVE WITH GREATER DURABILITY . . . on all 1961 Ford Trucks, each part, except tires and tubes, is now warranted by your dealer against defects in material and workmanship for 12 months or 12,000 miles, whichever occurs first. The warranty does not apply, of course, to normal maintenance service and to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points. Never before have you had such protection . . . such evidence of long-term economy!

SAVE WITH FORD'S NEW 262-CU. IN. "BIG SIX" ALL-TRUCK ENGINE FOR TOP PERFORMANCE AND ECONOMY

America's savingest two-tonners offer a big 262 Six with the power of big displacement, the gas economy of 6-cylinder design, plus the durability of heavy-duty construction. This engine features a sturdy stress-relieved block, strong forged steel crankshaft, long-lasting stellite-faced intake and exhaust valves, and durable pyramid-type connecting rods. And Positive Crankcase Ventilation reduces oil dilution and sludge formation to extend engine life. Ford's proven 292 V-8 and 292 HD V-8—the V-8's with "six-like" economy—are also available for your special power needs.

You also save with other new durability features like the more rugged frame, stronger radiator with new lock-seam construction, improved cab and chassis electrical wiring, plus longer, easier-riding and more durable rear springs. Ford's parallel ladder-type frame with standard 34-inch width allows you to install new or transfer your present special construction bodies quicker and for less. Also, the frame drop in the cab area lowers cab height . . . makes for easier entry.

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YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE...

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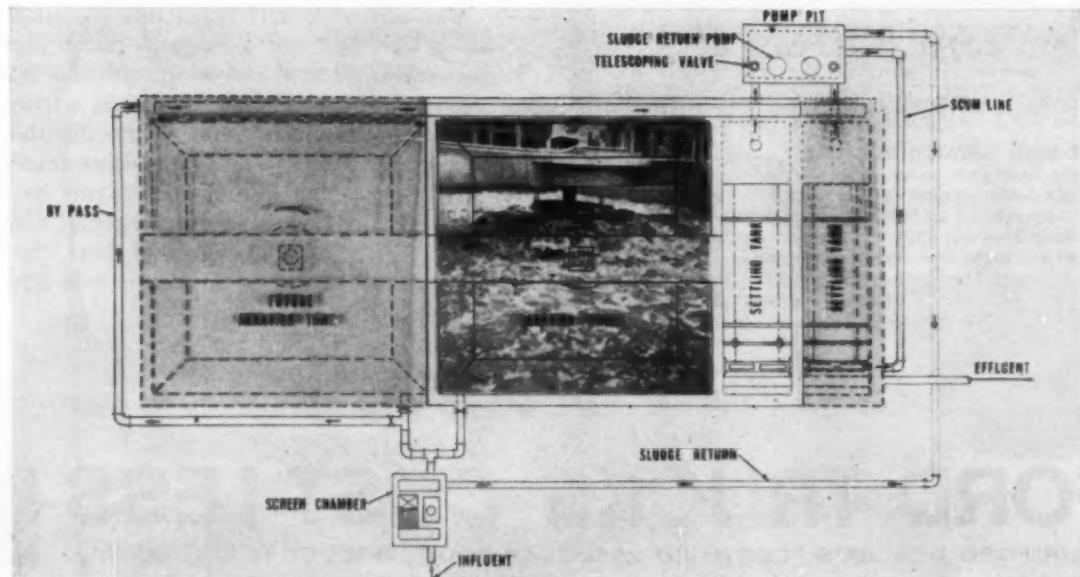
Circular bowl enhances vanity styling

New lavatory bowl features metal retaining rim, is designed for use with plenty of vanity space. Unit is shown above in sit-down type vanity shelf with counter-to-ceiling mirror. Bowl comes in six decorator colors that are acid-resistant and will not fade. Color is fused right into bowl as it is in manufacturer's line of sinks, bathtubs, w/c's.—Briggs Mfg. Co., Booth No. 30.

Circle No. J34 on reply card, p. 119

type vanity shelf with counter-to-ceiling mirror. Bowl comes in six decorator colors that are acid-resistant and will not fade. Color is fused right into bowl as it is in manufacturer's line of sinks, bathtubs, w/c's.—Briggs Mfg. Co., Booth No. 30.

Baths now have more space, more



Tract sewage plant is set up for expansion

Extended aeration sewage treatment plant is built for expansion. System is designed for tract developments, motor lodges, shopping centers, mobile home parks. Simplified aeration method lowers equipment, installation costs. Tanks can be made of concrete, steel or silo block. Maker's line includes electronically controlled sewage ejector.—Yeomans Brothers Co., Booth No. 817.

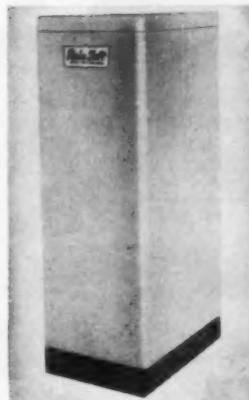
Circle No. J35 on reply card, p. 119



Water softener is appliance-styled

New water softener has appliance-styled white cabinet, is trimmed in gold and chrome. Unit has no external valves or piping. Softener is designed to blend with other appliances in kitchen or utility room. Requires adding of salt to 250 lb. dry salt storage chamber twice a year.—Bruner Corp., Booth No. 1132.

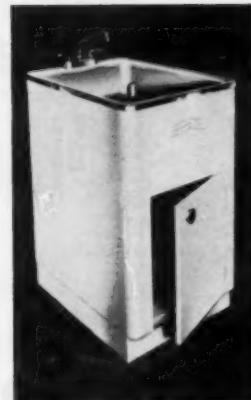
Circle No. 136 on reply card, p. 119



Does triple job

Self-contained unit softens, filters, water, and removes iron. Has 250-lb. capacity polyethylene brine tank within cabinet. Automatic timer reactivates softener. Fiber glass, 100% rust-proof.—Rainsoft Water Conditioning Co., Booth No. 1127.

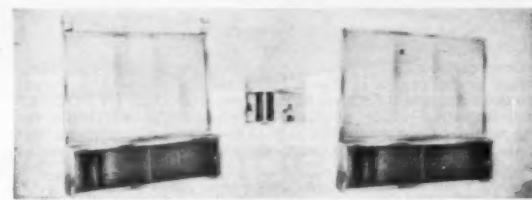
Circle No. 138 on reply card, p. 119



Made of fiber glass

Fiber glass laundry tray has rustproof white enameled cabinet. Unit features hinged door with compression catch, storage shelf, ventilating louvers. Overflow tube is brass polished chrome. In four colors.—The Selfridge Co., Booth No. 985.

Circle No. 139 on reply card, p. 119



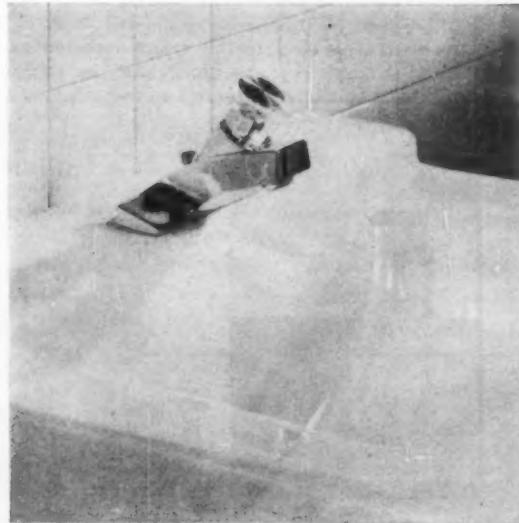
Comes in residential, commercial models

"Sahara" medicine cabinet comes in two models. Hotel, motel type has facial tissue dispenser, used razor drop. Residential model features no-drip plastic-enclosed tooth brush holder and 8" shelf. Cabinet is surface-mounted, comes with top light or unlighted. Sizes

range from 26"x34" to 36"x38". Manufacturer's line includes "Belaire" series with three-way vanity mirror. Also "Celeste" with built-in electric clock and "Duchess" with twin-end compartments, night light and swing-out soap holder.—Adams Mfg. Co., Booth Nos. 994-995.

Circle No. 140 on reply card, p. 119

conveniences



Lavatory faucet dials from hot to cold

Lavatory faucet dials desired temperature, turns on by pulling out, off by pushing in. Faucet movement is completely sealed, self-lubricating replaceable cartridge which can be changed in less than three minutes. Unit is guaranteed for one year.—Moen Faucet, Div. Standard Screw Co., Booth No. 242.

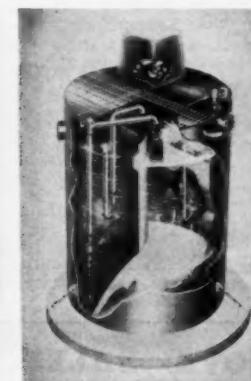
Circle No. 137 on reply card, p. 119



Mounts on wall

Model 924 boiler for hydronic home heating is wall mounted. Can be installed in basement, utility room or garage. Boiler is AGA rated at 120,000 btu. Steel ribbon-type burner produces quiet flame.—Ascot Gas Heaters, Booth Nos. 832-859.

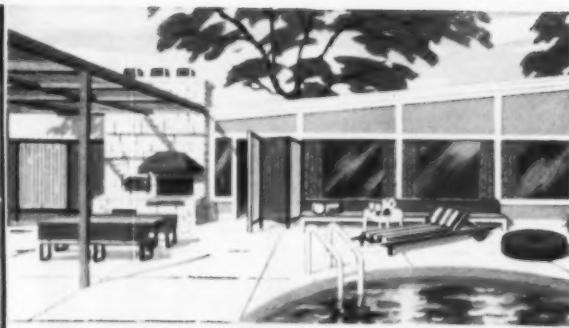
Circle No. 141 on reply card, p. 119



Purifies by aeration

Factory-built cylindrical steel sewage plant uses aeration process for purification. Unit installs above or below ground, adjacent to or away from buildings. Plant contains comminutor, aeration tank.—Chicago Pump Co., Booth Nos. 765-766.

Circle No. 142 on reply card, p. 119



Colorfull
NOVA
Vista-Lux Panels

with Fiberglas® reinforcement
 for a wide variety of residential,
 commercial and industrial applications

These translucent panels—used for the control of light, heat, privacy and weather—have now found as many uses in commercial and industrial construction as in residential. Their popularity is making buyers more discriminating.

Only exclusive sales features will determine whether you make average or big profits in this department. Nova Vista-Lux Panels have three important features of this type: BONDED-IN COLORS—for improved color fastness; VISTA-GLAZE FINISH—for extra weather resistance; HEET-BLOX—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from $1\frac{1}{4}''$ x $\frac{1}{4}''$ to $4.2''$ x $1\frac{1}{4}''$ —widths from $26''$ to $42''$ —length from $8'$ to $12'$ —and a total of 12 colors. Also in flat sheets from $24''$ to $44''$ in width and $8'$ to $12'$ in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-Lux line includes all necessary accessories for application.

An important new addition to our line is the flat CRYSTALIFE pattern—colorful and highly decorative. A wide variety of real butterflies, leaves and ferns are embedded—visible from both sides. CRYSTALIFE is ideal for both fixed panels and movable screens.

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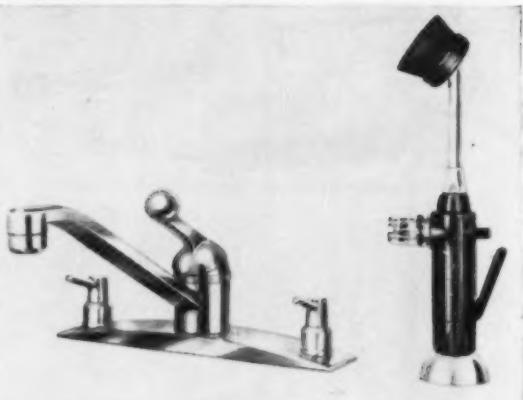
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PRODUCT PREVIEW

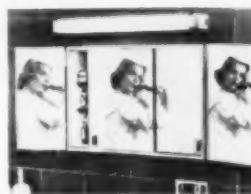


Faucet dispenses hand lotion and soap

Here's a kitchen faucet designed for the housewife has a special easy-to-use, attachment for dishwashing. Double dispenser can dispense hand lotion as well as soap or detergent. Delta Model No. 450 DX has a precision-ground, specially hard-

ened ball operating in the ball socket joint. This one moving part controls both temperature and volume of water with just one movement of the hand. Many variations in use are possible.—*Delta Faucet Corp., Booth No. 833.*

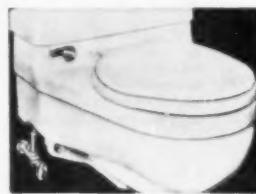
Circle No. 143 on reply card, p. 119



Gives three-way view

Vanity mirrors are featured on this sliding-door medicine cabinet. Allows 4' expanse of mirror, giving a three-way view. Available with polished stainless steel frame, or frameless. Cabinet is one-piece.—*F. H. Lawson Co., Booth Nos. 41-44.*

Circle No. 144 on reply card, p. 119



Won't overflow

Wall hung one-piece closet will not overflow. When trapway of bowl is completely stopped up, the fixture automatically shuts off all incoming water before it can overflow. Features quiet operation.—*Case Mfg. Co., Booth Nos. 221-224.*

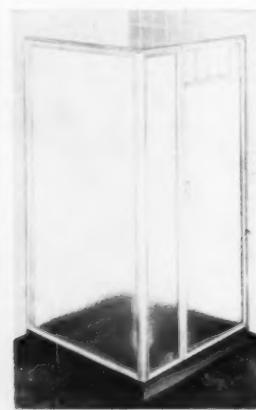
Circle No. 146 on reply card, p. 119



Three units in one

Single-unit softener, filter, refiner is electrically operated, completely automatic. Unit is all-plastic with resin bed, salt reservoir and controls in one cabinet. Install outdoors.—*Water Refining Co., Inc., Booth Nos. 1116-1117.*

Circle No. 145 on reply card, p. 119



Solve corner problem

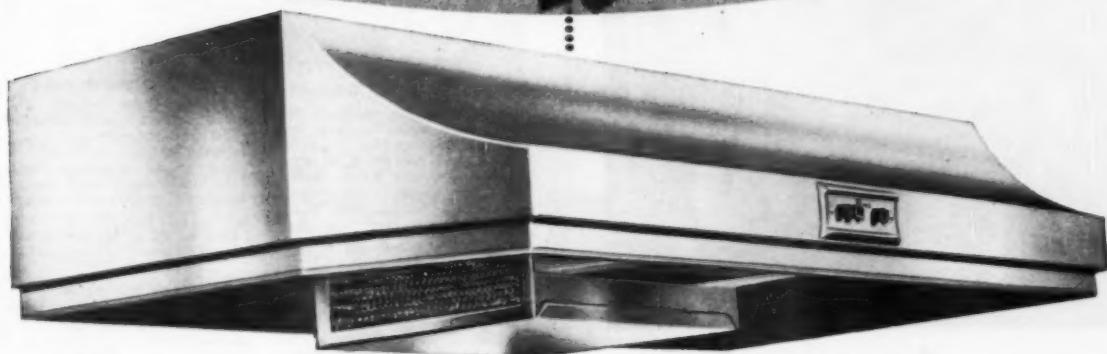
New "ShoweRite" shower stalls for corner construction eliminate problems caused by single-shower-door. Some have two sliding doors and one panel, others one swinging door, two panels.—*Theodore Efron Mfg., Booth Nos. 75-77.*

Circle No. 147 on reply card, p. 119

At the N.A.H.B. Show take a thoughtful look at SPACE 813-814

looks perfect in the kitchen

... is perfect in performance



Broan Dual Blower Range Hood

Under the surface of this hood you find one of the best engineered blowers available. A genuine four pole motor — not a noisy two pole — drives two large 5½ inch "squirrel cage" wheels for high performance against high duct pressures. Quietness is inherent in every centrifugal blower of this type, but Broan goes a step further by mounting the motor on neoprene to eliminate vibration noise.

Installation is fast and easy. If range is on an outside wall, you discharge straight out the back of the hood without even cutting a hole in the cabinet. Vertical discharge is also possible.

Other features are lifetime aluminum filters, recessed light, built in damper, push button controls, 5 year guarantee and "HELIARC" welded construction that leaves no seams to collect grease.

For full details, specifications and colors, please write



Manufacturing Company, Inc.

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NEAR MILWAUKEE

Specialists in Quality Ventilating Equipment for Over 25 Years



DUAL-BLOWER
ISLAND HOOD

Has the same engineering features and advantages as the regular Dual-Blower Hood.



DUCT-FREE HOOD
COMBINATION
with Air Refreshing
Charcoal Converter

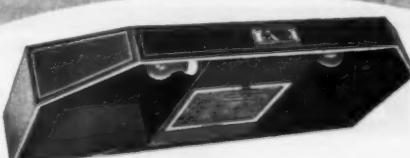
A slim line converter that mounts atop any Dual-Blower or Mixed-Flo Hood for Duct-Free service.

In Canada.
Manufactured by Superior Electric,
Ltd., Fembroke, Ontario

Broan Mixed-Flo Range Hood

a great performer in saving space and money

Here is the greatest value leader in a low priced range hood, fully assembled, ready to install from the carton and sales packed with every major feature wanted by knowledgeable housewives. Exclusive Broan Mixed-Flo fan blade delivers blower-like air stream with whisper-quiet action. Horizontal or vertical discharge, no lost cabinet space, push button controls, twin lights, removable aluminum filter, etc. Write for full information.



low-cost steel scaffold pays off on construction, remodeling and repairs



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HERE'S a line of tubular steel frame scaffolding so economical it will pay for itself on *all your jobs*... from small maintenance work to construction as high as 40 feet.

Safway 4-BY-4 speeds every job by putting work platforms just where you need them for good working conditions and complete safety. Waist-high material platforms save bending and stretching—minimize fatigue. Job costs go down.

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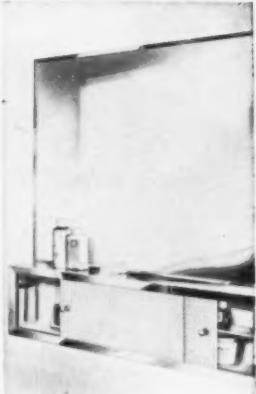
PRODUCT PREVIEW



Removes hardness, iron

Fully automatic softener removes bath water hardness and iron. Four-stage recharger is started and controlled by new electro-timer and hydro-control valve. Set for any time, or permanently.—Culligan, Inc., Booth No. 1171.

Circle No. J48 on reply card, p. 119



Combines latest demands

One-piece steel cabinet combines latest requirements desired in bathroom vanities. Installs without tools with 6" hanging slots on mirror. Sliding glass doors have small checked design that hides contents.—Grate Mfg. Co., Booth No. 151.

Circle No. J51 on reply card, p. 119



Mixer saves water

Latest advance in single-handled mixing faucets is kitchen faucet which prevents pre-mixing, saves water. Can also be set to turn off automatically at any water temperature. Removable cartridge.—Gerber Plumbing Fixtures Corp., Booth Nos. 120-121.

Circle No. J49 on reply card, p. 119

Add second bathroom

A complete bathroom can be installed by utilizing this precast shower floor or the "packaged" shower cabinet. The economical way to add a second bathroom to increase value of one-bathroom house.—Fiat Metal Mfg. Co., Booth Nos. 414-415.

Circle No. J52 on reply card, p. 119



Fits smaller place

Softener part of this water softener fits into brine tank, making a compact single unit. High-capacity, triple-purpose resin allows use of smaller softener. Only one moving part.—Modern Water Equipment Co., Booth No. 1129.

Circle No. J50 on reply card, p. 119



Function plus elegance

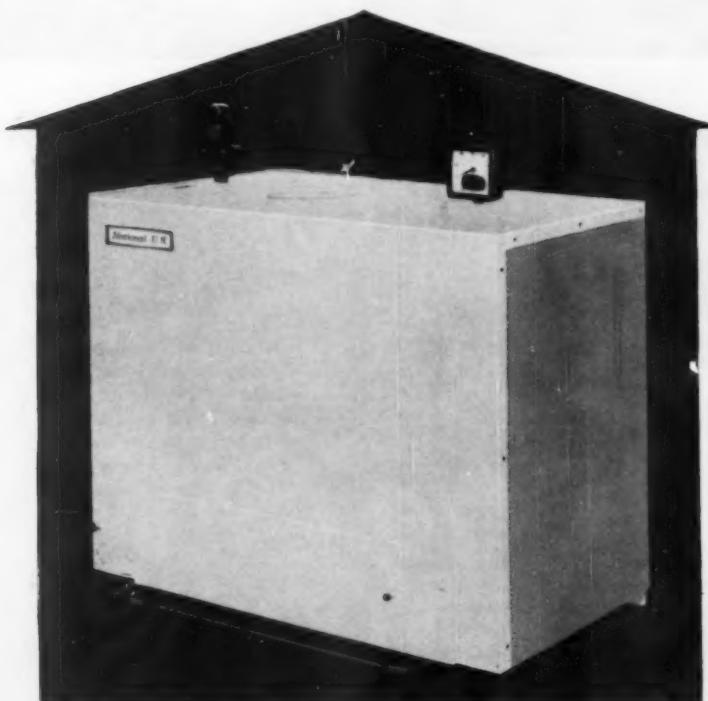
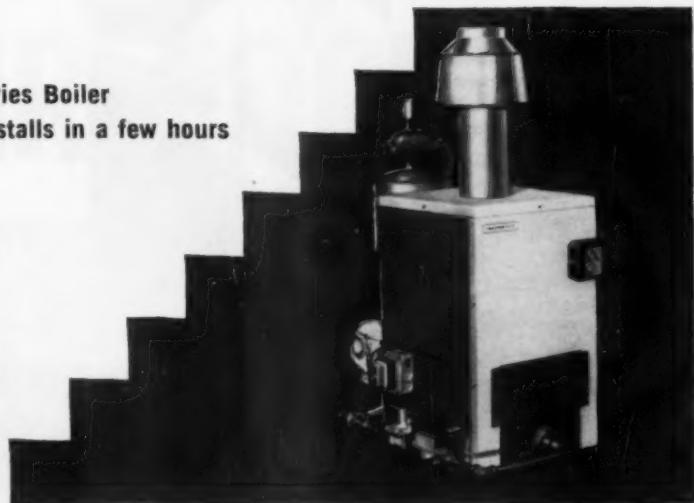
China combination lavatory and cabinet features new "clean line" design by Dave Chapman. Lavatory has knee and space beneath, wide flat surfaces which drain toward bowl. Cabinet is dark or blonde.—Eljer, Booth No. 616.

Circle No. J54 on reply card, p. 119

National-U.S. expands its line with 2 great new gas-fired boilers

**The compact, low-cost "O" Series Boiler
fits in a corner—installs in a few hours**

Find a place in a closet or under a stairway and there's room for the new National-U. S. "O" Series Boiler. The boiler occupies 20" x 24" to 32" of floor space. It's sized and priced to fit in small and medium homes, comes in 60,000, 80,000 and 100,000 Btuh AGA-approved output. Installs quickly because it's completely wired at the factory. The "O" Series Boiler features fast heat response . . . fills the need for quality hydronic heating on limited budgets. Available for immediate delivery.



National-U. S. "101" Series Boiler

National-U. S. has had a quality image for years and it came from just such advances as the "101" Series Gas Boiler. It's modern, packaged and suited for either gravity or forced hot water heating systems or steam systems, new or old. It has an optional tankless hot water heater built in, plus all of the dependable design and quality construction features that belong in small to large residences of higher standards. There is a range of nine sizes—to 180,000 Btuh net I-B-R—and they meet all applicable requirements and standards of associations and codes. The "101" Series is ready now to help you with your profits.

Both new National-U. S. boilers are designed for use with baseboard distribution . . . and are ideally suited to the rapidly advancing trend in zone temperature control. Both are suited for compatible National-U. S. air conditioning installations. See your National-U. S. plumbing contractor for details and prices. See him soon.



See these two new and outstanding heating units and other National-U. S. quality products at the NAHB Convention, Booths 285-288.

National-U.S. Radiator

Johnstown, Penna.

A Division of Crane Co.



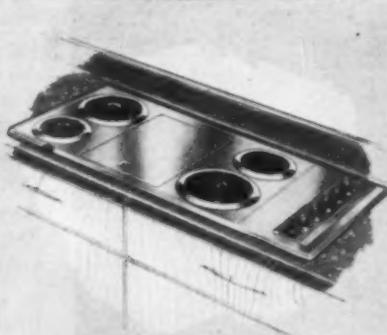
Budd Laurence,
President of
Laurence Construction, Inc.,
Hialeah, Florida.

ANOTHER SELECTS



If you want lower installation costs, these new

Built-in Balanced-Heat ovens . . . a perfect blending of handsome styling, cooking capacity and automatic conveniences. Features built-in Bar-B-Kewer®, automatic Ka-Bob®, Roto-Baste® and rotisserie, Roast Sentry® and "smokeless" broiling. Available in gas or electric.



Built-in surface unit with big capacity griddle . . . automatic 2-in-1 thermostatic unit, high-speed flash unit, infinite-heat controls, signal lights, top-mounted control panel, 2 standard and 2 giant-size Jetube units and Dispos-A-Bowls®. Also available in gas.

New! Mark 61 model Refrigerator-Freezer is three wonderful appliances in one. A No-Frost Refrigerator, No-Frost Freezer and the IceMagic® automatic ice maker. It looks built-in, yet it's free-standing. Can be placed anywhere . . . in a corner, flush-to-wall or flush-to-cabinets.

Now...you can buy RCA WHIRLPOOL gas and electric appliances

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QUALITY BUILDER RCA WHIRLPOOL

appliances for project and custom-built homes

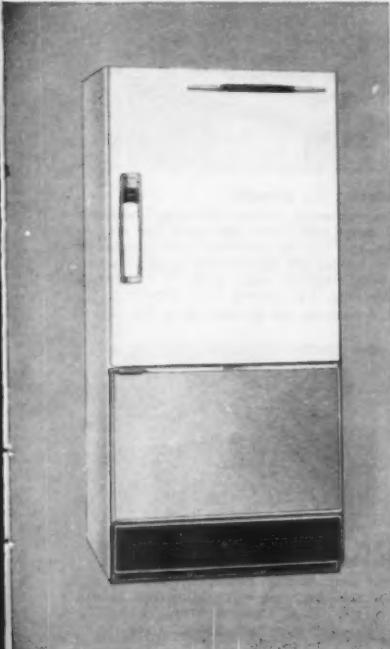
From modest \$13,000.00 homes to custom-built \$150,000.00 homes, Budd Laurence standardizes on RCA WHIRLPOOL appliances. He knows the value of their extra sales power.

Like Mr. Laurence, many other builders, in all sections of the country, are swinging to RCA WHIRLPOOL appliances to help them turn their homes faster. The reputation and dependable operation of RCA WHIRLPOOL appliances have real sales-closing appeal for homemakers. And, the complete line of built-in and free-standing appliances, in gas and electric models, offers real benefits to the builder. All appliances are engineered for

fast, easy, economical installation. All are available from one source with emphasis on delivery as needed. You'll find the prices are right with a minimum of service. Builders tell us it's the right line for quality builder installation.



RCA WHIRLPOOL appliances are the answer!



Imperial model batch-feed disposer has automatic reverse which allows it to clear itself of most jams instantly. Built-in reversing switch can also be used as a master switch. A merchandisable "plus" feature.



Undercounter dishwasher is freshly styled for the trimmest look in the business, and offers the famous Filter-Stream® dishwashing system. For big capacity and cleaning power, this is the unit selected by quality-conscious builders and homemakers alike. Select-A-Door® trim method allows panels to be faced with material of purchaser's own selection, porcelain or brushed chrome.

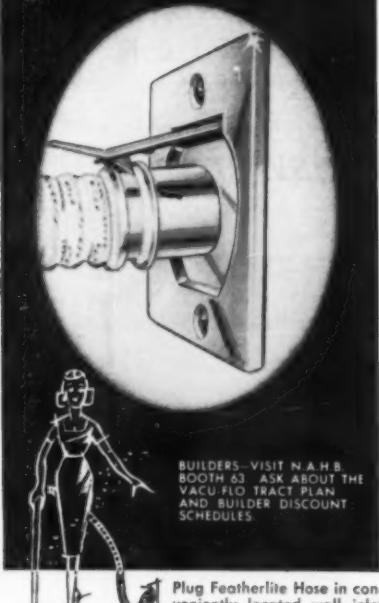
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VACU-FLO

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in built-in
home appliances
in thirty years!

Vacu-Flo is the
Built-in Home Vacuum Cleaning System



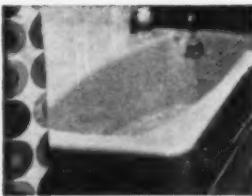
Plug Featherlite Hose in conveniently located wall inlet and prestol . . . Instant super vacuum power. Dust and dirt are whisked away through tube lines concealed in wall partitions or under floors. No machine to lug. No cord to tug . . . and cleaning is so quiet. Heavy duty power unit is remotely located in garage, utility room or basement. Vacu-Flo really lightens and speeds up house cleaning.

Thousands in use. Patented. Years of proven performance. And it's healthful . . . contaminated "blue air," the exhaust fumes of portable vacuums, is harmlessly exhausted outdoors.

H-P PRODUCTS, INC. Manufacturers
Dept. 4, LOUISVILLE, OHIO

DISTRIBUTORS: Some areas open. Inquire.

PRODUCT PREVIEW



Plan any combination

These 5½' recess and 5' corner contour bathtubs are featured in new line. Free standing and drop-in lavatories, off-the-floor toilets. Complete bathroom settings to help your planning.—American Standard, Booth Nos. 739-744.

Circle No. J55 on reply card, p. 119



Won't chip, discolor

Nickel-stainless steel lavatory will not chip, rust, or discolor. Harmonizes in style with modern bath-room design. This 18"-bowl has recessed ledge, and safer, sanitary rim. Installs easily into all types counters and materials.—Lyon, Inc., Booth Nos. 962-963.

Circle No. J56 on reply card, p. 119

Bathroom has divider

Bath fixture of vitreous china include four new closet models, and three lavatory bowls. One bathroom plan features wall divider between closet and lavatory-dressing table.—Lawndale Industries, Inc., Booth Nos. 396-397.

Circle No. J57 on reply card, p. 119



Lighting adds glamour

Two-way diffused lighting from top of this wall vanity provides glamour for bath. Cabinet has three full shelves, built-in outlet, sliding doors. In 28", 32", and 44" widths. White, pink, blue, green, beige.—Lau Blower Co., Booth Nos. 375-376.

Circle No. J58 on reply card, p. 119



Sink is angled for corners

Self-rimming has been added to this double-bowl angled corner sink. It's more convenient to use, eliminates hard-to-clean ledges. Fits corner at right angles, is 43½" long, 22" front to back.—Jensen Thorsen Corp., Booth No. 902.

Circle No. J59 on reply card, p. 119



Suits any bathroom

Complete "Clearfor" bathroom priced for tract builders. Has clean line design to suit any decor. Comes in choice of six colors. Consists of toilet, with silent flushing action, lavatory and end-outlet tub.—Chicago Pottery Co., Booth No. 959.

Circle No. J60 on reply card, p. 119

Softener styled as appliance

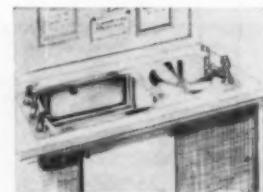
The "Princess" water softener is appliance-styled with a colored porcelain cabinet. Compact shape (just 12" in width) is designed for kitchen or utility room installation.—The Lindsay Co., Booth No. 1112.

Circle No. J61 on reply card, p. 119

Custom-made for bath

Carved mirrors are the feature of custom-made bathroom cabinets. Have lights and shelves also designed for the discriminating owner. On the "Concealite" cabinet the valance lights are out of sight when turned off.—A. Marchard, Inc., Booth No. 931.

Circle No. J62 on reply card, p. 119



Designed for schools

A combination round drinking fountain and deep sink bowl, designed for schoolroom, can also be installed in recreation or other convenient locations in home. Nickel-bearing stainless steel unit is 34" x 16".—Elkay Mfg. Co., Booth Nos. 595-597.

Circle No. J63 on reply card, p. 119



Surfaced with laminate

Single and double bathroom vanities are completely surfaced with stainproof plastic laminates. Have cosmetic drawers, utility cabinets, sliding mirror doors.—Lino Products, Inc., Booth No. 1201.

Circle No. J64 on reply card, p. 119

More baths, p. 230

ALSYNITE ADVERTISING IS BIGGER THAN-

Today Alsynite, the first and finest name in the translucent panel industry, launches the most powerful year-long selling and advertising program ever seen in the field. 32 million LIFE readers will be exposed to the Alsynite story through the 2-page 4-color spread you'll see when you turn the page. And that's only the beginning! Read the ad, then look at the back for news about how the Alsynite program can help you, too.





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RCI'S REINFORCED TRANSLUCENT PANEL WON'T SHATTER, WARP OR ROT

Light streams through translucent Alsynite—yet it can't be seen through. It transmits diffused glare-free light—provides privacy without darkness.

Alsynite is shatterproof—resists normal conditions of heat, cold or dampness. Alsynite is reinforced with millions of glass fibers—won't shatter, warp, chip, peel or rot. Alsynite is the modern material—suited to a multitude of remodeling or building ideas. Very light in weight, exceptionally strong—permitting its use with minimum supporting structure. Easy to install—inside and out.

Alsynite is yours in a variety of sizes, textures, patterns and colors. Best of all—it's lovely to look at—especially with the light coming through it. Alsynite quality is backed by the oldest firm in the field and the world-wide resources and reputation of RCI, one of the great names in chemistry. See Alsynite at your nearest dealer, listed in the phone directory yellow pages under plastic products. Or for more information write Alsynite.

ALSYNITE

TRANSLUCENT PANELS A DIVISION OF REICHHOLD CHEMICALS, INC.



DECORATIVE accents of daylight, softly tinted by Alsynite, add a modern touch of elegance to interiors.



TRANSLUCENT—for skylights, sidewalls, storefronts, signs. In corrugations, patterns, and flat surfaces.



SHATTERPROOF Alsynite in greenhouses resists hail; diffused light promotes plant growth.



PRIVACY with beauty; Alsynite fencing can be easily cleaned by hosing it.

LIGHTWEIGHT Alsynite requires a minimum of structural support because of its great strength—ideal for patios, carports.

FILTERED light and low maintenance features make Alsynite the architects' choice for schools.

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The noted designer
Adrien A. Poirier, A.D.B.A.
will be pleased to offer
personalized design assistance

Make it a point to visit the Alsynite Booth—Number 154—when you attend the NAHB. Adrien A. Poirier will be in the booth from 10 to 11:30 A.M. and from 2 to 4:30 P.M. each day. Mr. Poirier will be happy to sketch out design ideas for patios, partitions and screens to suit your individual requirements. Stop in for a talk—you'll find that his extensive background in design and knowledge of translucent panels is an invaluable assist.



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This important promotion is the big news of the year for anyone who handles, uses or recommends translucent panels for new building or remodeling. Alsynite is the quality brand, the first and most respected name in the entire industry. It is the line you can be proud to handle or recommend—and Alsynite will be conducting the strongest advertising and sales promotion the industry has ever seen. This powerful program features 4-color advertising in major trade and consumer publications all year—and is backed up with a full promotional package for dealers. If you haven't yet learned the details of the Alsynite program, mail the coupon below.

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American Builder

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3 DOORS
WINDOWS
HARDWARE

1961 Product Preview



Floating door turns entire wall into closet

Floor-to-ceiling floating doors set up without extra studding, turn wall into large-size closet. Panels are $1\frac{1}{8}$ " deep, constructed of 24-ga. treated steel. Threshold and top track are of wood. Doors operate on nylon pivot bearings and guides on cadmium-plated pins. Installation is quick, needs only hammer and screwdriver.—*Float-Away Door Co.*, Booth No. 1004.

Circle No. J65 on reply card, p. 119

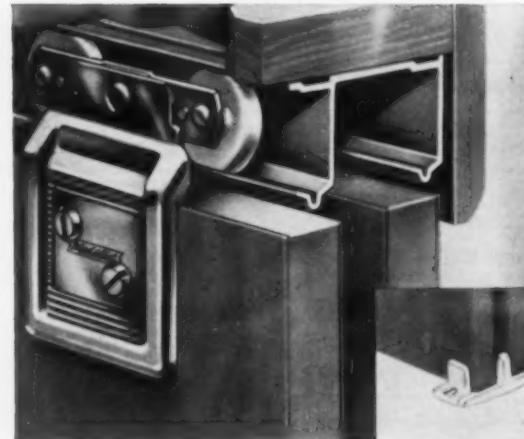
New styles help you add



Garage becomes summer room with sliding screens

By-passing screen installs in front of overhead garage door, turns space into summer family room. Requires no alteration of existing opening, removes easily for winter storage. Construction is rolled aluminum frames covered with fiber glass screening.—*Raynor Mfg. Co.*, Booth No. 604.

Circle No. J66 on reply card, p. 119



Slider track set eliminates wedging, chattering

Sliding door hardware set features no-jump aluminum track with nylon wheel track. Eliminates wedging, chattering, dirt obstruction. Steel hangers, nylon floor guide are adjustable. Comes with anodized or nonanodized track, with or without fascia.—*National Lock Co.*, Booth Nos. 98-99.

Circle No. J67 on reply card, p. 119



Sliding glass window wall has reinforced frame

Sliding glass door for window wall is reinforced with steel T-section. Frame is wood, fits into all interior, exterior decors. Circle No. 168 on reply card, p. 119

Unit has wool-pile weatherstripping, stainless steel track, self-closing screens and solid bronze hardware. Glazing options available are $\frac{1}{4}$ " plate, $\frac{3}{8}$ " or 1" insulating glass.—Rolscreen Co., Booth Nos. 419-420.

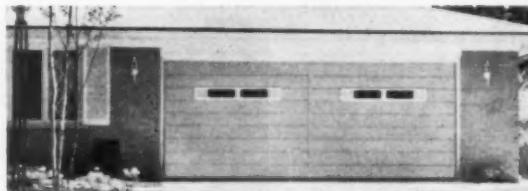
extra space, brighten rooms



Frame used with drywall

Metal door frame is designed for use with drywall. Goes on finished wall in less than 10 minutes. Frame is reinforced for hinge attachment with machine screws, comes with universal strike plate, rubber door silencers. —Keweenaw, Booth Nos. 413-414.

Circle No. 169 on reply card, p. 119

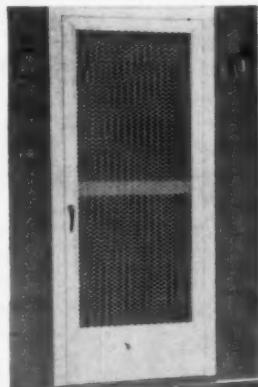


Steel garage door takes any exterior finish

Double garage door called the "Detroiter" is made of bonderized and zinc-electroplated steel, permits completion of job with any color of exterior paint. Door opens easily, has pinch-proof feature. Units have anti-sway device, climate-proof

weather seal, safety-lock tracks, adjustable track hangers. Installation is easy, can be done by one man. Manufacturer offers five-year warranty on material and workmanship.—Berry Door Corp., Booth Nos. 353-355, 383-385.

Circle No. 170 on reply card, p. 119



Has honeycomb grill

New screen door adds to exterior decor, has honeycomb grill over screening. Construction is aluminum with baked enamel finish and 1" x $2\frac{3}{8}$ " frame. Goes with traditional or modern design. Comes pre-hung.—American Screen Products Co., Booth No. 187.

Circle No. 173 on reply card, p. 119

Locks for narrow stiles.

Locks and hardware are designed specifically for narrow-stile glass, aluminum, architectural metal doors. Includes locks, door closers, panic exit devices, other hardware. Also offered are door holders, bumpers, silencers.—Yale & Towne, Booth Nos. 467-468.

Circle No. 171 on reply card, p. 119

Doors in two glazes

Stock-size aluminum sliding glass doors come in single- or double- $\frac{3}{8}$ " insulating glass models. Units are available with two, three and four panels. Doors roll on nylon sheaves, have wool-pile weatherstripping.—Arcadia Metal Products, Booth No. 831.

Circle No. 172 on reply card, p. 119

PRODUCT PREVIEW



This folding door won't creep closed

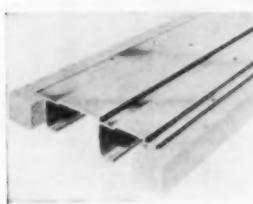
New "Tropix-Fold" door is made of full-grained Philippine mahogany and nylon-reinforced vinyl weave. Moves effortlessly on nylon glides which will not creep into a closed position. Panel caps insure door's even folding. Exclusive matching

Circle No. J75 on reply card, p. 119

Door has strong guides

"Daisy" aluminum sliding glass door has a cadmium-plated steel roller. Roller is $1\frac{1}{4}$ " in diameter and rides in rigid vinyl-bearing yoke which guides it. Nylon head guides are spring-loaded. Peterson Window Corp., Booth No. 1122.

Circle No. J78 on reply card, p. 119



Requires no head jamb

One-piece, flange-mounted, double track for bypassing doors eliminates need of a finished head jamb and fascia strip. Uses same opening and casings as for hinged doors. Of extruded aluminum—John Sterling Corp., Booth Nos. 732-733.

Circle No. J76 on reply card, p. 119



Does not protrude

New sliding window eliminates any protrusion into the room, admits more light and allows complete control of ventilation. Aluminum frames, extruded plastic slides, fiber glass screens. Panels lift out for easy cleaning. —Gates & Sons, Booth No. 20.

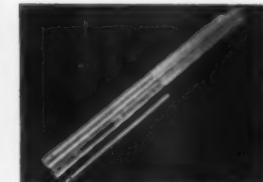
Circle No. J79 on reply card, p. 119



Doesn't block light

Glass that can't be seen through, but lets light in, now comes in a selection of 26 patterns both rolled and wired. Shown here is the "Waffle" pattern with a ribbed cross-section surface. —Libbey-Owens-Ford Glass Co., Booth Nos. 367-368.

Circle No. J77 on reply card, p. 119



Reduces friction

Power sash balance has been designed to obtain uniform lifting power through length of sash. Used with stock frames and sash, adjusts to greater sash width range for each sash height. —Grand Rapids Hardware Co., Booth No. 282.

Circle No. J80 on reply card, p. 119



Covered in vinyl

Quality vinyl fabric has been added to "Modernfold's" folding doors, a decorative innovation for the low-cost home field. Fabric has back-coating to lock out moisture, give it stability, improve drape. —New Castle Products, Booth Nos. 941-942.

Circle No. J81 on reply card, p. 119



Surfaces won't scuff

Door surfaces made of high-density composition are resistant to scuffing, scratches and stains; guaranteed against fading. "Laminex" door costs less than door finished on the job. —Plywall Products Co., Inc., Booth Nos. 911-912.

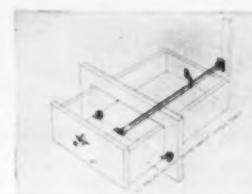
Circle No. J84 on reply card, p. 119



Jambs already mounted

Prefab wardrobe header has furnished mounted head jambs. Used with dado side jambs, trims out like swinging door. Fits standard rough opening. Smooth operation with convex rails. —L. E. Johnson Products, Booth Nos. 840-841.

Circle No. J82 on reply card, p. 119



Threshold adjusts

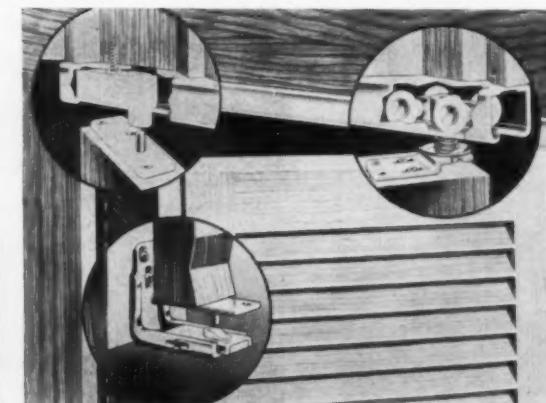
One-unit door bottom combines door hook, sweep bar, drip cap. Available for all types of interlocking thresholds, and adjustable for unevenness in floor. Provides effective weatherstripping. —Sager Weatherstrip and Calking Corp., Booth No. 185.

Circle No. J83 on reply card, p. 119

Simplifies alignment

Easy action and elimination of alignment problems are main features of this drawer slide. Designed for fast installation in low-cost construction; employs Mono Rail construction. All parts of steel. —Ajax Hardware Corp., Booth Nos. 124-125.

Circle No. J85 on reply card, p. 119



Hardware makes a room divider of any width

New line of folding-door hardware is designed to extend room dividers as widely as desired. Will carry as many as 200 doors, or as few as two. Main feature is reduction of time and effort required to install the divider. Other features include exclusive

automatic jamb bracket which closes doors tightly without spring or rubber bumpers; top-mounted "snap-on" hangers which have four nylon wheels that glide smoothly and silently. Called Series 1300. —Kennatrack Corp., Booth No. 706.

Circle No. J86 on reply card, p. 119

ARE YOU A CARPENTER OR A BUILDER?

A carpenter knows how to build houses. But a builder knows how to build them so they'll sell quickly at a good profit. He knows which features to include to make his sale the easiest—and to make his house the best value for the prospect.

He knows, for instance, that nearly everyone would like to live in an air-conditioned home.

He knows he can now include central air conditioning in the homes he builds *without* pricing his product out of the market. Two important changes in FHA mortgage appraisal regulations make this possible:

1. Air conditioning can now be included in the appraisal of the house. *Its entire cost no longer has to be added to the down payment.* The importance to your prospect is this: Experts agree that air conditioning installed as original equipment costs only about *half* as much as when it's added later. This makes a startling difference in your prospect's monthly payments. For example, if the air conditioning system adds \$750 to a 25-year, 5 3/4% FHA mortgage, it adds only \$4.75 to the prospect's monthly payment. If the same system were installed later under the same local building conditions, it would cost your prospect \$31.17 a month under a current 5-year FHA Title I loan.

Only \$4.75 instead of \$31.17! What prospect can resist a bargain like this? Especially since he already wants air conditioning?

2. The inclusion of residential air conditioning in a new home costing over \$15,000 *no longer requires a higher monthly income* to qualify for FHA financing. It was required of prospects in the past because of artificially high estimates of operating costs. However, it has been clearly established that the savings air conditioning makes in cleaning, laundry, home maintenance and medical expenses will more than offset the cost of operating the system during the season.

The **FHA**, realizing the inequity of its earlier position, has notified all regional offices of the new policy . . . thus making it as easy and inexpensive as possible for homebuyers to have year round residential air conditioning installed during construction.

What does this mean to you? Precisely this: you can now give your houses the added sales appeal of residential air conditioning . . . *without in any way penalizing yourself by making the sale harder.* You are now free to cash in on the many ways air conditioning helps you make your sale:

1) Air conditioning heats, cools, cleans, and dehumidifies the house.

2) The clean, filtered air of an air conditioned house means fewer colds and less sickness for the occupants; less pollen, hay fever, smoke and impurities in the air.

3) An air conditioned house needs less housework: less dusting, less laundering, less-frequent cleaning of clothes, less cleaning of rugs and curtains.

The facts are in, and the added values of air conditioning are indisputable, both to you and to your prospect. Include it—and *sell it*—in every unit you build. And include the best—Chrysler Air Conditioning. It's yours at an attractive builder's price. It gives you nationally-advertised selling power, and lets you stop worrying about call-backs. And it's backed up by an attractive new Model Home Kit that helps you sell your homes. This kit doesn't cost a cent, and it's a hard-selling silent salesman on duty twenty-four hours a day. See your local Chrysler Air Conditioning Dealer for complete information.

Quality never lets you down. And Climate by Chrysler delivers quality twenty-four hours a day. Cash in on it. Now.



Airtemp Division, Chrysler Corporation,
Dept. K-11, 1600 Webster Avenue, Dayton 4, Ohio

PRODUCT PREVIEW



Designed for economy

Removable windows in this economy line are made from clear, Western Ponderosa Pine. Fully set-up unit is equipped with Zeger "take-out" for efficient handling, operation and weatherstripping. — Morgan-Wightman, Booth No. 161.

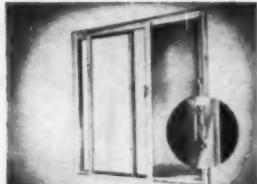
Circle No. J87 on reply card, p. 119



Lockset aligns easily

Low-cost "2-line" residential lockset has improved T-zone aligning tube assembly. Normally found only in expensive locks. More resistant to torque. Also features fast three-step installation, preset screws. — Sargent & Co., Booth Nos. 54-55.

Circle No. J90 on reply card, p. 119



Line is standardized

Aluminum sliding door line now has new hardware and handle designs in plastic, wood, aluminum. Screens have stronger framing. All sizes now take same size glass, screws. — Acorn Aluminum Products Co., Booth Nos. 828-829.

Circle No. J95 on reply card, p. 119



Designed to cut costs

Five new lines of double-hung and horizontal-sliding windows in a special series of sizes. Provides on-site cost reductions for modular component construction. Factory primed. — Curtis Companies, Inc., Booth Nos. 528-529, 547-548, 564-565.

Circle No. J100 on reply card, p. 119



Stops door chatter

Sliding door hardware eliminates wedging and chattering by means of a no-jump aluminum track with a trough under the nylon wheels. Also has adjustable steel hangers. — Medalist Hardware Div., National Lock Co., Booth Nos. 98-99.

Circle No. J88 on reply card, p. 119

Window won't sweat

"Kota" window design has a combination of wood, aluminum, plastic and glass to assure proper insulation. Problem of sweating is eliminated. Incorporates two primary windows in the frame. — Kota Products, Booth Nos. 238, 239.

Circle No. J92 on reply card, p. 119

Rod takes extra carriers

Clothes rod of gold anodized aluminum fits any type closet, will take extra carriers that snap into track. In nine sizes. Package includes end brackets, center support screws. Carriers are black nylon. — Grant Pulley & Hardware, Booth No. 956.

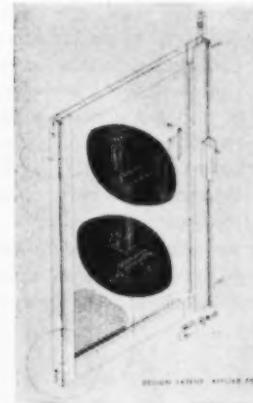
Circle No. J97 on reply card, p. 119



Grids snap in place

Wood casement windows feature single light sash in variety of sizes with snap-in grids. Give custom look at low cost. Choose diamond, colonial, or custom light divisions. New sill assures proper drainage. — Malta Manufacturing, Booth Nos. 530-531.

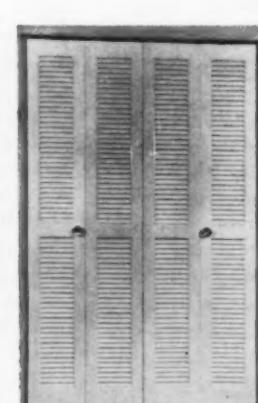
Circle No. J101 on reply card, p. 119



Eliminates adapter

Integral double-glazed sliding door in "Patio-Rama" line. Has $\frac{1}{8}$ " glazing channels extruded into strong tubular framing; eliminates adapter formerly needed. Up to four-door, multi-track installations. — Daryl Industries, Booth Nos. 964-966.

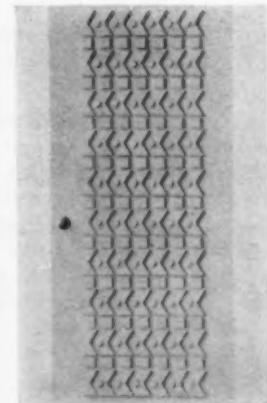
Circle No. J89 on reply card, p. 119



Has fewer parts

Sliding door hardware for bi-folding doors has been designed with fewer parts for easier installation. Allows maximum opening, quiet operation. Trouble-free operation. — Stratotrack, Booth No. 866.

Circle No. J94 on reply card, p. 119



Doors add distinction

Distinctive designs are possible with these solid-core entry doors. Hardwood blocks and strips are applied to the face of the door in designs to fit every style of architecture. For custom and top-priced tract homes. — The Bellwood Co., Booth No. 427.

Circle No. J99 on reply card, p. 119



Makes doors durable

Laminated development called "Tigaclad" makes veneer of solid core flush doors more resistant to abuse and hard wear. Consists of sheet impregnated with thermosetting resin. — Roddis Div., Weyerhaeuser Co., Booth Nos. 303-307.

Circle No. J102 on reply card, p. 119



FOR A COMPLETE SELECTION •
FOR HIGH QUALITY • FOR
EASE OF INSTALLATION •
FOR COMPETITIVE PRICING...

WARE ALUMINUM WINDOWS and Curtain Walls provide the quality that comes from basic design and skilled workmanship. Constant improvement through the application of sound engineering and improved techniques, plus the experience of many thousands of installations, assure that Ware Windows embody the latest improvements.

From the complete Ware line, the architect, the builder and the client have an opportunity to fit the exterior venting or finish of the residential, commercial or institutional structures to their exact requirements.

Ware Windows and Curtain Walls provide certain unique weather resistance features not available on others. Both the window and wall units are thoroughly cleaned, etched and lacquered at the factory; construction is designed to make installation easy; pricing is competitive, too.

For stock sizes and types, for special requirements, specify Ware Aluminum Windows or Ware Aluminum Curtain Walls. Write for our new catalogs on both.

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Filuma® THE DOOR THAT LETS LIGHT IN!

Filuma® with exclusive sculptured design, in glamorous colors to match any home, is the exciting news in garage doors today. No other door has won such wide acceptance in so short a time. The translucent fiberglass diffuses soft daylight inside to transform any garage into a pleasant extra room . . . actually eliminates the need for garage windows! Weighing only 1/3 as much as wood doors, it is the fastest to install and easiest to operate. It's trouble-free . . . warp-proof, shrink-proof, shatter-proof. It's maintenance free . . . needs no glazing or painting. And it's weather-tight—the tapered track and fleximatic guide seal out elements. Encased in strong, durable aluminum frame it cannot bind—ever! Filuma with inside-outside latch, chrome handle, 11 1/2" headroom, and zinc plated hardware, is truly tomorrow's door today!

*Patent Pending

Filuma is available in five attractive colors to assure perfect home harmony: Coral, Yellow, Green, Tan, and White. Complete Filuma literature is available by writing Frantz headquarters at Sterling, Illinois.



Filuma comes in ten sizes to fit all residential openings

FILUMA IS PRODUCED EXCLUSIVELY BY
FRANTZ
MANUFACTURING COMPANY
STERLING, ILLINOIS

PRODUCT PREVIEW



Combines sash

This wood window unit combines a stationary sash over an awning sash with new, narrow meeting rails. Reduces horizontal mullion more than 2 1/2". Optional hardware, weatherstripping.—Rock Island Millwork Co., Booth Nos. 290-292.

Circle No. J103 on reply card, p. 119



New latch mechanism

New "Sholume" patio door has practical features. Interior handle is combined with latching mechanism. Screen clip in bottom rail prevents track jumping. Panels are reversible.—Shower Door Company of America, Booth Nos. 408-411.

Circle No. J104 on reply card, p. 119



Shutters look like wood

Aluminum shutters finished in baked enamel are fabricated to look like wood, yet have advantages of aluminum construction. Heavy-gauge louvers are securely anchored, strong, lightweight. Standard sizes.—Lower Mfg. Co., Booth No. 882.

Circle No. J105 on reply card, p. 119



Door looks like siding

Economy-priced steel garage door designed for speculative home builder. Steel is zinc-coated attractively formed with horizontal grooves to look like siding. In decorator colors, requires only 1" headroom.—Wagner Mfg. Co., Booth Nos. 437-438.

Circle No. J106 on reply card, p. 119

Eliminates screws

New strike for locksets installs easily in wood and metal jambs. Eliminate screws, mortising, and chiseling. Drill hole, position strike and hammer staking tool which expands strike box to fit firmly.—Kwikset Sales and Service Co., Booth Nos. 703-705.

Circle No. J107 on reply card, p. 119



*A luxury hotel with
Gerber Plumbing Fixtures*



Gerber plumbing fixtures were selected for each of the 466 private bathrooms and public washrooms in Chicago's Executive House.

Here's why builders are selecting Gerber's Mighty Middle line for luxury jobs

With Gerber Plumbing Fixtures, builders find they can put in a more appealing bathroom without increasing costs, in moderately priced homes or even in luxurious structures like Chicago's Executive House.

That's because Gerber offers "expensive fixture" beauty and quality at a moderate price. Sensible prices without sacrificing quality are made possible by specializing in volume production of a complete plumbing fixture line for the Mighty Middle mass market only. Gerber makes no slow-moving specialty items which add costs that must be carried by this basic fixture line. Savings are passed on in the form

of moderate prices and added features—some exclusive, others found only on more expensive lines.

Thus, builders find Gerber's beauty and quality is in keeping with the requirements of their luxury jobs, and the savings can be used to add extra refinements.

Gerber plumbing fixtures are available in white or six beautiful colors: petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray. Write for catalog showing Gerber's complete line of plumbing fixtures plus special design features that make installation quick and easy.



Cast Iron Enamelware



Vitreous China



Brass



Steel Enamelware



Shower Stalls



GERBER



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SWEET'S
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Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Godsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.

Ease the profit squeeze



with a handy PAYLOADER®

Versatile tractor-shovel performs 3 operations

At a million dollar high school construction project, this H-30 PAYLOADER loads excess dirt and backfills with its 1-cu. yd. bucket... it also installs a good share of the 6,000-cu. yds. of trenches required with its rear mounted back hoe. NET RESULT: One operator and this multiple-duty PAYLOADER saves dollars in labor every day plus the added cost of maintaining several single-purpose machines.

The 4-wheel-drive Model H-30 PAYLOADER is a natural for any construction, maintenance or repair project. Compact in size and modest in price, it features the latest improvements of larger PAYLOADER units. Its advantages in performance, safety and operation are not found in any comparable machine. Check these features:

CAPACITY — 3,000-lb. operating capacity; 1-cu. yd. bucket; 8'-4" dumping clearance and 29" reach ahead of tires.

OPERATING EASE — Power steering; full power-shift transmission with torque converter; sealed hydraulic brakes on all 4 wheels.

POWER AND TRACTION — 6-cyl., 77½-h.p. gas engine to handle peak loads; 4-wheel drive with 3 forward and 3 reverse speeds up to 25.7 mph.; shifts in either direction made "on-the-go", no foot clutching.

To learn more about the cost-cutting uses of PAYLOADER tractor-shovels, their sizes (there are 8, up to 12,000-lb. operating capacity) and interchangeable attachments that best fit your needs, contact a Hough Distributor nearby, or return the coupon.



FORK LIFT TRACTOR handles 6,000-lb. loads up to 21' height. 4-wheel drive, power steering, power shift transmission, 4-wheel hydraulic brakes.

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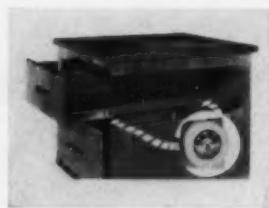
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1-8-5

PRODUCT PREVIEW



Drawer aligns itself

Ball-bearing drawer slide eliminates installation problems. Has self-aligning tabs on track that do away with measuring and leveling. Slotted holes, screws simplify adjustments. Plastic rollers, steel tracks.—Amerock Corp., Booth No. 538-540.

Circle No. J108 on reply card, p. 119



Hides wastebasket

This handy "disappearing" rack for wastebaskets glides smoothly into the underside of cabinet. Its ball-bearing carrier is attached easily with four screws.—Knappe & Vogt Mfg. Co., Booth Nos. 61-62.

Circle No. J109 on reply card, p. 119



Divide single pane

Window bars provide architectural beauty to one-pane sash, and can be removed for window-washing. Made of selected wood, bars are held in place with tiny metal clips on inside of window near glass. Snap in and out.—Zegers, Inc., Booth No. 471.

Circle No. J110 on reply card, p. 119



Complete lock kits

Locksets, cabinet hardware, drawer pulls are part of manufacturers line. Includes keying kits, installation tools, strikes and strike tools. Offers a variety of styles.—Western Lock Mfg. Co., Booth Nos. 91-92.

Circle No. J111 on reply card, p. 119

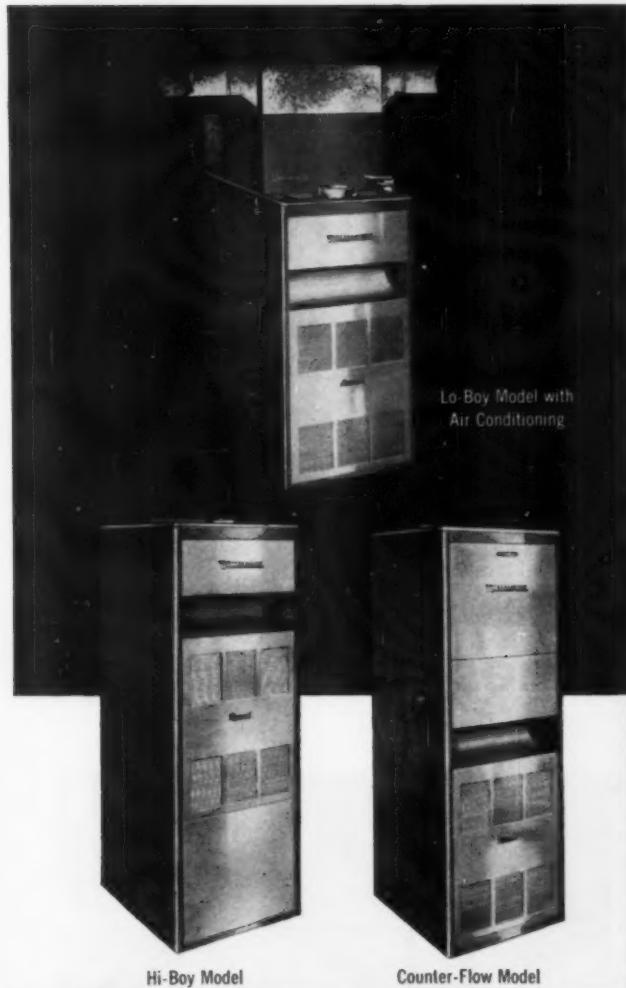
Sash comes out

Integral fins and deep trim are illustrated in this vertical section of the Crossley single-hung window, Series 711. Unit features a removable sash, mechanical or applied muntins, and self-storing storm sash.—Crossley Window Corp., Booth Nos. 811-812.

Circle No. J112 on reply card, p. 119

More doors, p. 223

9 reasons builders are choosing furnaces by



Hi-Boy Model

Counter-Flow Model

WILLIAMSON

- 1 Dependable . . . No "call-backs"
- 2 Factory assembled, wired, and fire tested
- 3 10 year guarantee to the home buyer
- 4 Low cost for high quality . . . Brand name
- 5 Minimum floor space requirements
- 6 AGA seal of approval on gas units
U.L. Approval available on oil units
- 7 Beautiful Seal-Tite® cabinet design
- 8 Designed for Williamson air conditioning
- 9 Full line of models and sizes to fit any plan

PLUS . . . a line of distinction . . .

THE GASAVER FURNACE

... an exclusive feature for your exclusive homes.

Indoor-outdoor thermostatic control . . . two-stage burner automatically modulates to counter-balance changes in outdoor temperature, 20 year guarantee.

For Oil areas . . . Give consideration to the finest—Williamson Oilsaver for your finest homes.

All Super Series Units are 22½" wide

BTU	DEPTH (inches)		HEIGHT (inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW
75,000*	25	41	62	44½	65
100,000 †	29	47	62	44½	65
125,000	32	52	62	44½	65
150,000	35	55	62	44½	65
175,000	40½	—	67	—	70
200,000	45½	—	67	—	70

*Not available for oil fuel

†Available with direct drive blower

THE WILLIAMSON COMPANY

3330-W-13 Madison Rd., Cincinnati 9, Ohio

Please send me full details on your builder-designed furnaces.

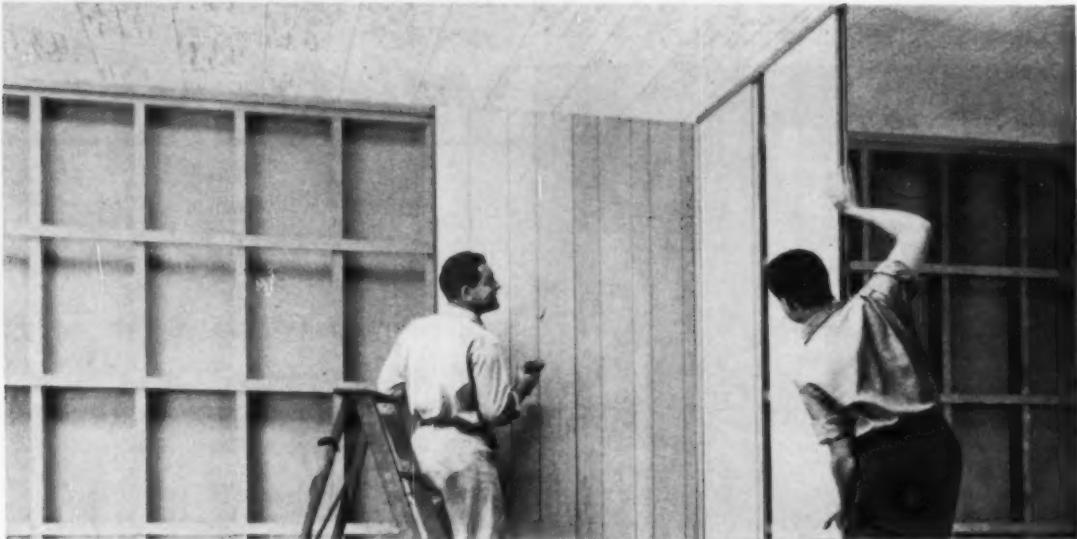
Also send details on the new . . .

"Gasaver" furnaces "Oilsaver" furnaces

Name _____

Address _____

City _____ Zone _____ State _____



Partition and paneling allow fast inside finish

"Easy-Wall" partitioning and paneling allows wall to be set and finished within a few hours. Comes in 2'x8' panels which are Circle No. J113 on reply card, p. 119

1 $\frac{1}{8}$ " thick. Units are faced with wood grain hardboard, have rigid insulating core. Partitions slide into place on 1 $\frac{1}{2}$ "x1 $\frac{1}{4}$ " floor and ceiling plates, joined by 1 $\frac{1}{2}$ "x1 $\frac{1}{4}$ "x8' splines. Finishes are dark brown and silver gray. Simpson Timber Co., Booth No. 477.

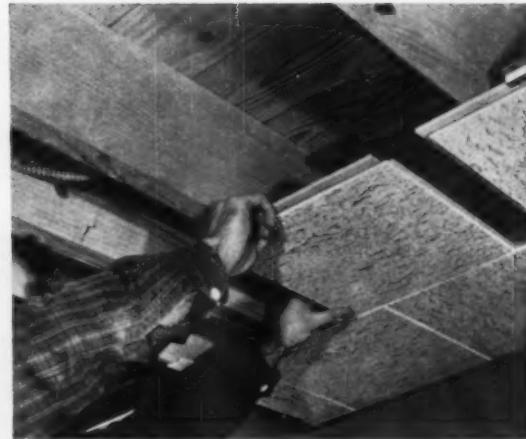
"New look" finishes give variety



Textured paint finish protects interior walls

New textured paint finish is applied directly on interior paneling using spray method. Finishes and primers are offered for use in prefabricating and component building, as well as in field applications. Paint comes in a variety of colors, has low sheen.—The Arco Co., Div. American-Marietta, Booth Nos. 68-69.

Circle No. J114 on reply card, p. 119



Ceiling tile "clip strip" eliminates furring

Wood fiber ceiling tile goes on quickly with clip-strip that eliminates furring. Lightweight metal strip staples directly to ceiling joists. Tiles slide into place with no other fastening required. Maximum loss of headroom is less than 1". Strip comes in 4' lengths. National Gypsum Co., Booth No. 1007.

Circle No. J115 on reply card, p. 119



Hardwood parquet goes down like tile

Parquet hardwood flooring squares measure 19" x 19" x $\frac{1}{8}$ ". Lay on solid base like tile. Each unit contains 16 blocks. Bond Wood sections have square joints, no bevel or tongue-and-groove. Paper protects surface, is removed after installation. Flooring comes in five grains.—Harris Mfg. Co., Booth No. 394.

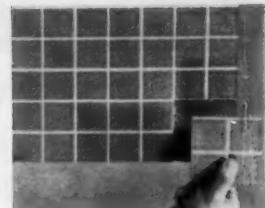
Circle No. J116 on reply card, p. 119



Goes inside and out

Quarry stone veneer applies over interior or exterior sidewall. Stone is genuine, ideal for all residential and commercial decors. Blocks are from four to eight inches high; lengths run from eight to twenty-four inches.—Shakertown Corp., Booth Nos. 50-51.

Circle No. J118 on reply card, p. 119



Gives small-tile effect

Scored tile design comes in 4 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ " units, gives small-tile effect. Squares are designed for adhesive, regular or thin-set mortar applications. Scored tile can combine with plain patterns for variety. Chart shows color combinations.—American Olean, Booth No. 972.

Circle No. J119 on reply card, p. 119

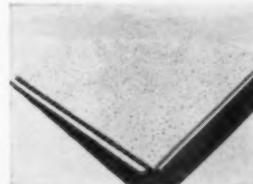


Laminated plank flooring goes over slab

Laminated plank flooring can be laid directly over concrete slab. Can be used with or without radiant heat, using only adhesive. Planks are available in widths of 3", 4", 5", 6", and 7". Comes in approximate lengths of 2 $\frac{1}{2}$ ' to 7 $\frac{1}{2}$ '. Manufacturer's

line includes prefinished laminated and solid block flooring. Laminates come in 1 $\frac{1}{2}$ " x 9" x 9" units and four grains. Solid blocks measure 5/16" x 12" x 12", come in five grains, including teak, walnut, oak.—Wood-Mosaic, Booth Nos. 462-463.

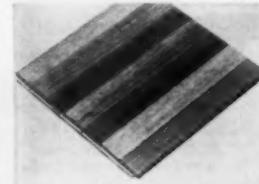
Circle No. J120 on reply card, p. 119



Adds ceiling beauty

Ceiling tile panels feature small circular and triangular acoustical perforations, lend distinctive look to ceilings. Called "Star Fibreton," units are designed for residential or commercial use. Line includes floor tile.—Johns-Manville, Booth No. 785.

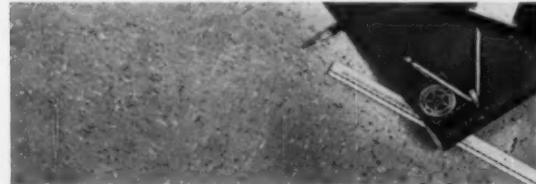
Circle No. J121 on reply card, p. 119



Has baked-on finish

Solid wood floor tiles feature baked-on finish that eliminates polishing. Units are made of Appalachian hardwood, lay on like asphalt or vinyl tile. Tiles are beveled, grooved and put down in parquet style.—Tibbals Flooring Co., Booth No. 923.

Circle No. J122 on reply card, p. 119



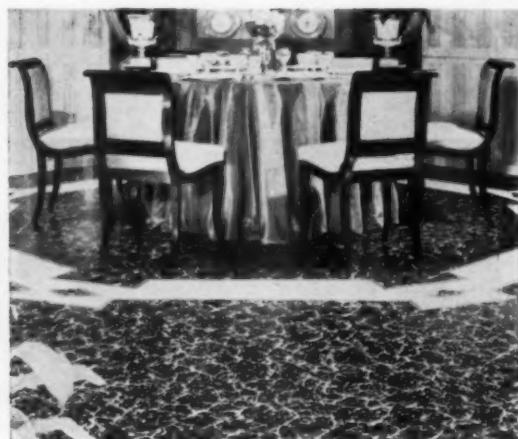
Color-chip vinyl floor won't wear away

Vinyl asbestos floor tile has color chip styling that can't wear away. Chips distributed at every level of tile make flooring ideal for heavy traffic areas. Units measure 9" x 9" in three thicknesses— $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ". Designed for institutional, com-

mercial, residential and industrial floors. Goes on concrete slab (above or below grade); on felt over wood subfloors. Flooring is easy to maintain, grease and alkali resistant.—Azrock; Uvalde Rock Asphalt Co., Booth No. 907.

Circle No. J123 on reply card, p. 119

to rooms



Vinyl sheet flooring is marble-ized

Sheet vinyl-composition flooring has marble-like finish and moisture-resistant backing. Material is suitable for below-grade installation as well as on- or above-grade floors. Veined pattern permits matching control. "Palatial" style comes in eight duotones, 6' wide.—Armstrong Cork Co., Booth Nos. 84-85, 103, 106.

Circle No. J117 on reply card, p. 119

—there's a **BERGER** instrument
for every builder...every budget



**MASTER BUILDER CONVERTIBLE
TRANSIT-LEVEL** — Model 320

22-power telescope; coated optics, 3-ft. short focus. Horizontal circle and vertical arc read to 5 min. Sliding bar-type level lock. \$229.50*



**SPEED-A-LINER BUILDERS
TRANSIT-LEVEL** — Model 200

New brilliant optical system. Horizontal circle; vertical arc. Plate and telescope fine motion controls. Built-in sunshade. \$112.50*



HEAVY DUTY 12" DUMPY LEVEL
Model 150

24-power coated optics. Dust protected horizontal circle and vernier reads to 5 min. Rugged, accurate center construction. \$174.95*



SERVICE TRANSIT-LEVEL
Model 143

Reinforced one-piece yoke frame. 10-power. Fine motion controls on horizontal circle and telescope. Telescope and plate vial. \$99.95*



SPEED-A-LINER DUMPY LEVEL
Model 190

Internal focusing 11½" telescope. Circle reads in degrees. Built-in sunshade. 4-screw fully enclosed, dust-proof leveling head. \$69.95*



SERVICE DUMPY LEVEL
Model 110

12-power. Horizontal circle reads in degrees. Micrometer tangent screw and clamp for "on target" pointing. Underslung level vial. \$59.95*

*Prices include stiff leg tripod, plumb bob and case—F.O.B. Factory

Other Berger low-cost, easy-to-use instruments include:

DUPLEX Tilting Level \$79.95* SIGHT "n" SURFACE Pocket Level \$3.85

Prices subject to change without notice.

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PRODUCT PREVIEW



Luminous ceiling eliminates shadows

Luminous ceilings that provide shadowless light can be installed in many cases at lower cost than regular lighting fixtures. The 2'x2' square modules can be installed in any straight-walled area, supported on metal strips. Dropped ceiling rests on

Circle No. J124 on reply card, p. 119



Patterns in two sizes

Two-way decorative pattern for vinyl counter tops and flooring has been created with a diminutive mosaic design for the counter. Expanded size for the floor. Combines light and open effect.—Goodyear Tire & Rubber Co., Booth Nos. 937-940.

Circle No. J125 on reply card, p. 119

No refinishing needed

Plastic-surfaced "Marlite" panels are shown in two new decorator lines, Marble and Golden Fleece and Lace patterns. Both have permanent, washable surface; resists heat and moisture.—Marsh Wall Products, Inc., Booth No. 272.

Circle No. J126 on reply card, p. 119

Lead blocks sound

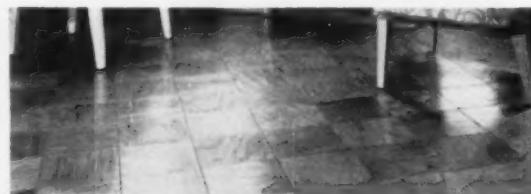
Lead as an acoustical material is proven lighter than equally efficient acoustical products. Its limpness compensates for its weight in damping sound and vibrations. With pearlized finish, enamels, etc.—Lead Industries Assn., Booth No. 17.

Circle No. J127 on reply card, p. 119

Pads kitchen floor

Wall-to-wall cushioned comfort is now installed in kitchens and bathrooms. "Fatigue mat" floor covering is a smooth vinyl-topped, foam rubber-cushioned product. In decorative patterns and colors.—Crown Rubber Co., Booth No. 861.

Circle No. J128 on reply card, p. 119



Natural oak flooring is only 1/8" thick

Natural oak flooring that is only 1/8" thick is both tough and flexible. Fits snugly to normal floor curvatures and is thin enough to match thickness of kitchen and bathroom linoleum or tile. Its factory finish is abrasion resistant, traffic-proof.

Comes in 9"x9" tiles for installation on plywood, hardboard or concrete "on grade" floor slabs. The lamination, bonded with water-proof adhesive under high pressure, eliminates shrinking.—Georgia-Pacific Corp., Booth No. 474.

Circle No. J129 on reply card, p. 119



Fir plywood panels save on flooring labor

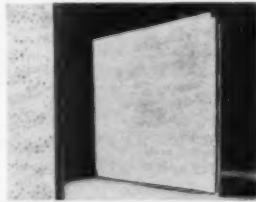
"Insta-Floor" panels are a new low-cost approach to floor systems. Made of half-inch 4x8 fir plywood, with stringers pre-attached 16" on center across them. Panels are supported by beams at 4' o.c. Installed by dropping in place and fastening.

Circle No. J130 on reply card, p. 119

HARDWOOD for all needs

Appalachian hardwoods feature wall and floor paneling in standard, unique or novelty designs. Also complete selection of moldings and interior trim, yellow poplar weatherboard. — Appalachian Hardwood Mfrs., Inc., Booth No. 891.

Circle No. J131 on reply card, p. 119



Panels give planked finish

Genuine hardboards are used in "Panawall" paneling. Choice of five species in deluxe or natural finish. Panels are 3/4" in 4x8' or 4x10' sizes with trim moldings to match. Soft and satiny or cleartone finish. — R. S. Bacon Veneer Co., Booth Nos. 872-873. Circle No. J132 on reply card, p. 119

"Stretches" ceiling
Soft-flowing directional pattern of perforations in "Hush Tone" ceiling tile "stretches" room dimensions. Nearly 1800 holes per sq. ft. provide noise reduction coefficient of .65. Double coated for permanent whiteness. — Celotex Corp., Booth No. 615.

Circle No. J133 on reply card, p. 119



Ceiling tile absorbs sound but resists dirt

"Kleentone" acoustical tile has a vinyl-plastic surface that is especially treated to resist dirt. The wood fiber tile beneath, with hundreds of perforations, absorbs up to 70% of the noise. When the surface does need cleaning, soap and water will

do the job. This line features two kinds of surfaces—smooth or textured. Both are white and highly light reflective. Surfaces are available in 12" x 12" with beveled-but or tongue and groove edge. — United States Gypsum Co., Booth No. 594.

Circle No. J134 on reply card, p. 119

Engineered by Edwards

INSTALL LOW COST, PACKAGED, ZONE CONTROL BASEBOARD HEAT

...build your reputation for value!

EDWARDS . . . the one dependable manufacturing source for all hydronic and electric heating and cooling equipment . . . for new homes, older homes, motels, apartment houses, schools, churches, etc. Factory guaranteed . . . virtually eliminates costly call-backs. Edwards zoned systems are competitively priced with non-zone hot air systems and are completely assembled at the factory.

OIL AND GAS HEATING UNIT

Space-saving design (3' long x 2' wide x 3' high). Completely wired. 100% automatic air elimination. Oil-fired units are completely smokeless; feature rumble suppressant design. 100,000 to 3,000,000 BTU/Hr capacities.

H

HYDRONIC BASEBOARD RADIATION

Lengths from 2 to 20 feet. Installation is simple and fast; quiet wire slide for 1/2" and 3/4" sizes. I.B.R. approved ratings. Available in chrome, copper-tone, wood-grain, white primer coat.

COMPACT MOTORIZED ZONE CONTROL VALVES

Sealed mercury switches. Completely silent, long life. Positive shut-off valve. Powerful electric motor gear drive. For hot water, steam or chilled water systems. 1/2", 3/4", 1", 1 1/4", 1 1/2", 2".

E

ELECTRIC BASEBOARD RADIATION

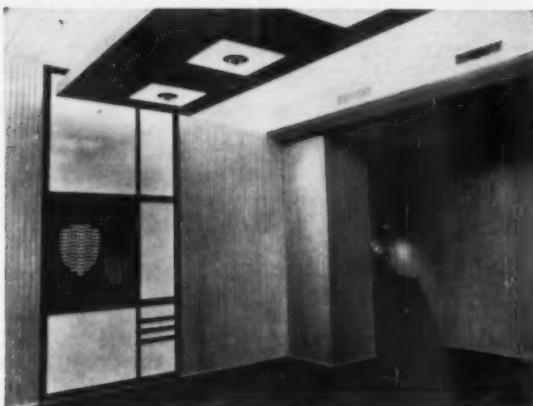
Ideal for new construction, remodeling or mobile homes. Low cost. Perfect for zoned heat—just plug it in. No need for pipes, ducts, furnaces or chimneys. Portable models also available. Lengths from 3' to 12' in chrome, copper-tone, wood-grain or white primer coat.

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TElephone 5-2808

PRODUCT PREVIEW



Wood paneling gives permanent finish

Wood paneling provides a permanent wall if properly applied and finished. Has natural acoustical value. These panels are preshrunk by proper seasoning, uniform in size. Can be finished in natural-gold of Southern Pine, or in different colors by

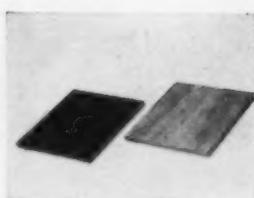
Circle No. J135 on reply card, p. 119

tinting the finish in oils. Lighter, cooler colors give room a greater lateral range, warm colors "reduce" a large room. A solid wood panel on opposite side of sun room will reduce glare. — *Southern Pine Association*, Booth Nos. 280-281.

Floor takes wear

Assorted squares and rectangles give this unglazed ceramic floor tile a random pattern effect. Designed for interior or exterior application, tiles are cushion-edged and frostproof. Tile comes in 2'x1' sheets. — *Amsterdam Corp.*, Booth No. 246.

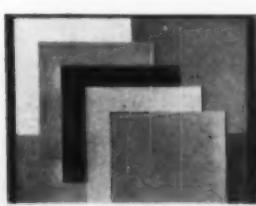
Circle No. J140 on reply card, p. 119



Floors go darker

A dark finish for floors is new feature of this laminated oak block. Can also be combined with light shade for new design possibilities. Both are of 3-ply southern oak, in $\frac{1}{2}$ " thick 9" squares. — *E. L. Bruce Co.*, Booth Nos. 309-310.

Circle No. J148 on reply card, p. 119



New effects in color

Solid colors for vinyl tile designed to meet modern styling demands. Eight decorator shades lend themselves to new color schemes. Utilized in regular 9" x 9" tiles or as feature strips in $\frac{1}{4}$ ", $\frac{1}{2}$ ", $\frac{3}{4}$ ". — *Kentile, Inc.*, Booth Nos. 944-946.

Circle No. J136 on reply card, p. 119



Tile set in rubber

These 9" square tiles are composed of 1" x 1" ceramic units fused into a rubber grid. Gives floor the resilience of rubber and beauty of mosaic. Also costs less than regular tile, and is virtually permanent. — *U.S. Ceramic Tile Co.*, Booth No. 10.

Circle No. J138 on reply card, p. 119

Ceramic tile facts

Standards, quality, manufacture of ceramic tile is theme of exhibit. Will point up variety of colors, patterns, textures, shapes and sizes available in domestic tile. Also mortars, adhesives, cements. — *Tile Council of America*, Booth Nos. 96-97.

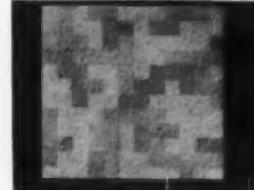
Circle No. J142 on reply card, p. 119



Make into cabinets

Flakeboard is a wood product surfaced with a thin overlay of polyester film. Can be made into cabinets, doors, table-tops, paneling. It's warp-resistant, holds screws well. — *West Virginia Pulp and Paper Co.*, Booth Nos. 974-975.

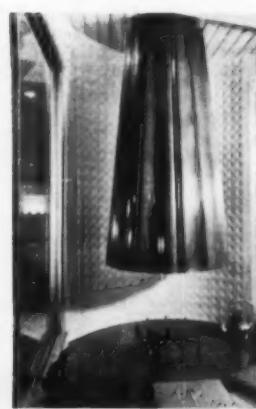
Circle No. J143 on reply card, p. 119



Add charm inexpensively

Wood-grain finish plateboard is designed for economical installation in bar, playroom, or den. Installs quickly with ordinary tools. Comes factory finished in five patterns, random, block, vertical, plain, perforated. — *Abilene Corp.*, Booth Nos. 897-898.

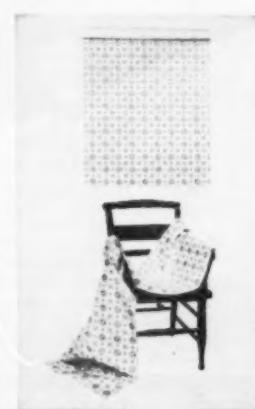
Circle No. J149 on reply card, p. 119



Looks 3-dimensional

Three-dimensional sculptured ceramic tile is a new concept in decorative tiles for designer schemes. Here "Sphere" tile is used in a solid pattern to form the curved back wall of a free-standing fireplace. — *Pomona Tile Mfg. Co.*, Booth No. 864.

Circle No. J137 on reply card, p. 119



Comes pre-posted

New line of washable wall fabrics is prepared for easier hanging. "Wall-Tex" has decorating fabrics to match. Paste is activated by wetting back of fabric with sponge. In 27" width, 16' rolls. — *Columbus Coated Fabrics Corp.*, Booth Nos. 122-123.

Circle No. J139 on reply card, p. 119

Compound has positive seal

New sealant and caulking compound called Thorospan is designed for glass, metal, concrete, rubber and wood. Has synthetic rubber base, ideal for positive waterproofing. Comes in two grades. — *Standard Dry Wall Products Inc.*, Booth No. 229.

Circle No. J145 on reply card, p. 119



Has contemporary look

Contemporary pattern of "Nu-Wood" acoustical tile is achieved with squares and rectangles in two-tone beige. Design does not repeat itself, gives flowing effect. All patterns of tile are flame-resistant. — *Wood Conversion Co.*, Booth No. 472.

Circle No. J150 on reply card, p. 119

Covers all material

Decorative covering goes on most base materials including plywood, particle board, plaster, composition boards, metals. Surfacing sheet is impregnated kraft paper covered by melamine. — *Panelite, St. Regis Paper Co.*, Booth Nos. 39-37.

Circle No. J146 on reply card, p. 119

Tile in three styles

Asphalt and vinyl-asbestos tile comes in three major types . . . "Matico", "Hako", "Moultile". Also offers cork and metallic patterns. Finishes include black, charcoal, red, brown, green, tan, others. — *Mastic Tile Div., Ruberoid Co.*, Booth Nos. 40-41.

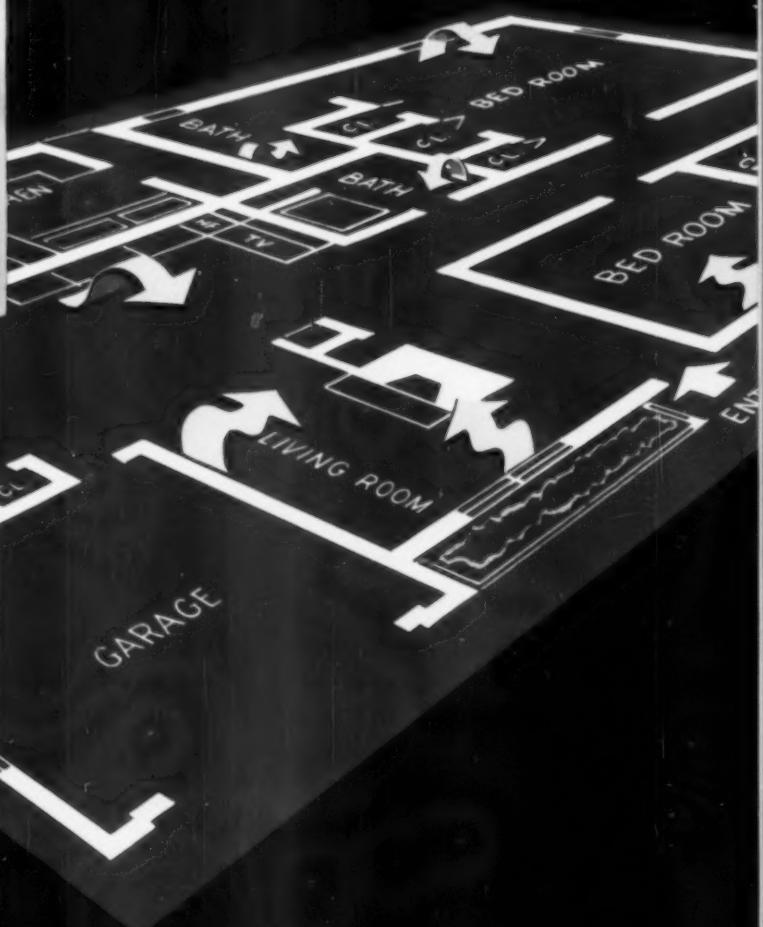
Circle No. J147 on reply card, p. 119

Mosaics in oak

Pre-finished oak in mosaic parquet can be installed on concrete or wood subfloors. All wood, its contraction and expansion is minimum, provides durability and easy maintenance. Many designs, for all homes. — *The Cromar Co.*, Booth No. 1195.

Circle No. J151 on reply card, p. 119

for lasting winter comfort
in basementless homes...



New
J. LINE

BY JANITROL

**GAS-FIRED
COUNTER-FLOW
FURNACES**

Presenting new...

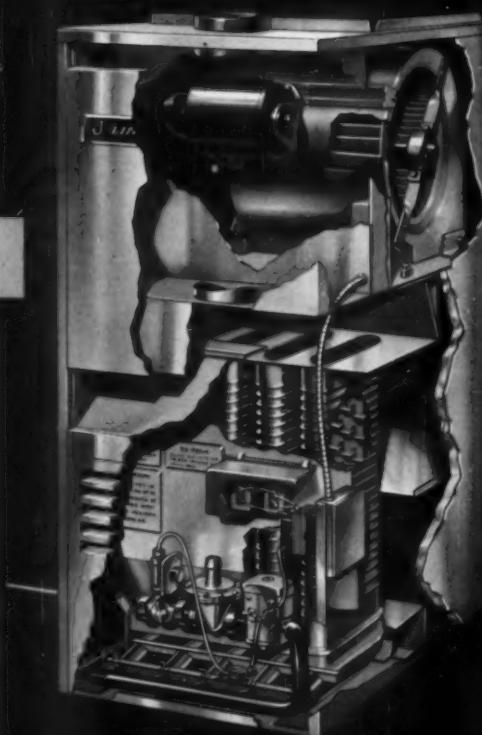
J-LINE

COUNTER-FLOW FURNACES

PEAK PERFORMANCE COMPETITIVELY PRICED

NOW... every home can afford true, quality heating equipment! The new J-Line models are designed to a new concept in performance and value. This is made possible through savings in modern design (no fancy decorations), and high production tooling . . . at no sacrifice in quality.

The new J-Line has the many exclusive features and complaint-free engineering that have made the Janitrol name famous for over 50 years. Compare the features . . . compare the price. You'll find the J-Line has advantages not even offered in higher priced lines.



J-line furnaces are available in both counter-flow or upflow models. For extra air delivery, belt drive blowers may be ordered. Sizes from 65,000 to 120,000 Btu hr. meet most requirements for new homes, apartments or modernization.

THESE EXTRA QUALITY FEATURES ARE STANDARD!

Multi-Thermex Heat Exchanger—the famous Janitrol design that produces maximum heat transfer and tight-fisted fuel economy.

Ribbon-flame Burners—produce clean, sharp intense heat . . . burn with unusual quietness.

Two-pass air flow—a unique internal design that directs the air over the heat exchanger twice, for extra heating efficiency.

Trim Styling—crisp, modern cabinet design in warm two-tone colors that add richness to any home.

Compact, Space-Saving—requires less than four square feet of floor space.

Quiet—blowers are dynamically balanced and rubber-cushion supported for quiet air delivery.

Unidrive Blower—full capacity air delivery with lower power consumption—saves at least \$5.00 per year.

5-Year Lubricated Bearings—on blower motor save on maintenance.

Precision Controls—sensitive thermostat, pilot and operating controls are enclosed and protected from dirt.

Factory Fire-Tested—all models are wired, fired and checked at the factory under operating conditions.

Exclusive Builders' Model Home Promotion

JANITROL HEATING AND AIR CONDITIONING
A Division of Midland-Ross Corporation

Columbus 16, Ohio

Gentlemen:

Please rush me complete information on new Janitrol J-Line heating and powerful model home merchandising aids that will double my sales power!

NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE..... STATE.....

DOUBLES YOUR SALES POWER!

1 Feature the nationally advertised, consumer-accepted Janitrol brand name in your home at prices no higher than ordinary "builder model" equipment.

2 **FREE . . .** Model home merchandising aids, field-tested, to help you sell your homes (instead of the furnace)! Do a real selling job on your model homes with this exclusive promotion plan. It's sales-action tested and complete . . . a powerful traffic-builder and point-of-sale tool to help you build sales and profits . . . See for yourself! Mail coupon today for facts on this terrific sales booster!

A BIG STEP FORWARD IN REMOVABLE WINDOW EQUIPMENT

*An excellent
feature
for apartments
as well as
homes*

Today, removable windows have wide appeal. Among the first to realize the value of the removable feature was Zegers, Inc. About five years ago they set out to produce equipment that would provide removability and *also assure efficient weatherstripping*. The job was not easy, but constant research and testing finally brought the desired results. Now, the Zegers removable equipment, called "Take-out," is available!



Just a slight sideways pressure of the sash, in either direction, and Take-out equipped window is out.

The problem was solved by combining famous Zegers Dura-seal principles of efficient weatherstripping and dual sash support with a new compressible jamb, so that weather-tight, well-balanced, double-hung



*Take-out is real easy to remove
and replace!*

SEE BOOTH 471 NAHB SHOW



*Washing Take-out equipped windows
is no task!*

wood windows now can be lifted out and put back *easily*, quickly. No longer will users have to tug and struggle to remove and replace windows. Tests made by independent research laboratories show that windows equipped with Take-out *exceed F.H.A. requirements by more than 50 per cent!*

Probably one of the most important Take-out features is Dual Balancing* which provides *two* spring balances on each sash, one on each side, to prevent the sash from tilting. Furthermore, Take-out is coated with Zelite, an exclusive process that *keeps* the metal bright and beautiful.

With Take-out, cold, drafts, or dirt *cannot* enter. In the summer, warm air cannot enter air-conditioned homes through the windows and cool air cannot escape.

Builders! Ask your lumber dealer about Take-out or write now for our new folder.

Lumber Dealers: Write for new Take-out folder and ask to see a Take-out Window in operation!

ZEGERS
INCORPORATED

8090 South Chicago Ave.

Chicago 17, Illinois

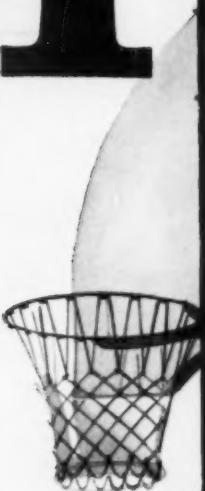
Manufacturers of Dura-seal Weatherstrip
and Sash Balance, Take-out, and
Dura-glide

*Pat. Applied For

CINCI

another hot AllianceWare market!

Hats off to Cincinnati where booming sales of AllianceWare hold real meaning for you. AllianceWare's complete line is chock full of genuine features to help you sell and install. You'll quickly see that your city, too, can be another hot AllianceWare market.



the longest complete line in America

AllianceW

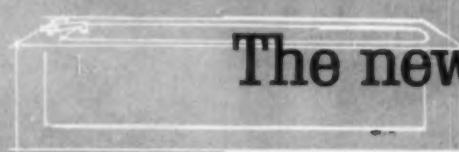
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Fast deliveries from 4 strategically located plants
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AllianceWare **Permasheen porcelain-on-steel bathtubs** . . . Offering styles and sizes to fit every bathroom . . . every budget! Include full-size grab rails, wide seats and patented wall-hung installation that holds tub firmly in place, eliminates wall separation. One man can install them, too, since they're steel, not cast iron . . . stronger, yet lighter.



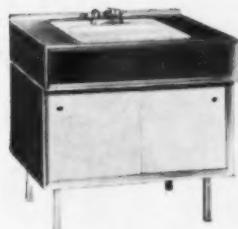
See the complete AllianceWare line unveiled at the Builders' Show



The new Character Line



ALLIANCE



AllianceWare vanities . . . the ultimate in clean-line design at economy prices. Rigidly constructed of harmoniously colored porcelain enamel on metal panels with custom aluminum trim. Feature integral soap dishes, hidden overflow and anti-splash beads. Porcelain enamel is acid and stain resistant. Reversible sliding doors (optional at extra cost) enable changing decor by simple reversal of doors to expose new complementary color. Available in a variety of permanently brilliant colors that add a new accent to bathroom furnishings.



NEW! . . . the Emperor . . . Eliminates traffic problems with a stylized double bowl lavatory set into a 47" counter area. Three sliding doors afford entry into large under-lavatory compartment.



NEW! . . . the Admiral . . . Provides roomy 47" counter top space with a 20" x 18" lavatory built right in. Includes large drawer and a giant compartment entered through any of three sliding doors. Available with lavatory on left or right.



NEW! . . . the Diana . . . Provides dressing comfort and bathroom beauty . . . a dressing table with leg room along with a lavatory cabinet. Available with lavatory set into left or right side of 47" counter area. Cabinet base is 32".

Chicago, Illinois • January 29—February 2 • Booths 330, 331, 332

by **AllianceWare**

OFFERING FOR THE FIRST TIME . . .
AT ATTRACTIVE PRICES . . . A COMPLETE BATH
WITH ALL PLUMBING ABOVE THE FLOOR!

GAFFERS & SATTLER STOPS TRAFFIC AT 600 HOMES



and the Mark 20 Oven and Range Stops Homebuyers in the Kitchen

"Red" Fodrea, General Manager of Carlton Builders, Los Angeles, puts it this way. "We know from the comments of our buyers that Gaffers & Sattler products play a big role in the sale of every Carlton Terrace home. And when the decision to buy is made in the model kitchen, Gaffers & Sattler Mark 20 ovens and ranges really put on a sales story."

No wonder builders featuring Gaffers & Sattler feel this way. They know from experience that the many new Mark 20 ovens and ranges have all the smart styling and modern convenience features home shoppers look for and buy. Examples? Here are just a few: range tops lift and lock for easy cleaning, top burner timer and Harper simmer burners. Ovens are expandable—to a big 20 inches wide. There are

rotisseries, Roast-a-Matic and Broilavator. The Tele-tronic Signal Center makes women look again.

Gaffers & Sattler ovens and ranges are interchangeably sized in both gas and electric models for installation convenience with models for every price home—10 ovens and 8 surface units.

See your G & S Distributor listed in the adjoining column for more information on the complete line of Gaffers & Sattler "Better Value" appliances and the special builder service program for 1961.

GAFFERS & SATTLER

Visit booths 263-264 at the NAHB Show in Chicago



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<input type="checkbox"/> Please send complete information. <input type="checkbox"/> Please have a representative call. <input type="checkbox"/> Distributorship information.			
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JANUARY 1961

PRODUCT PREVIEW



Add luxury to house

Carpeted houses are easy to sell, builders say. New carpet fabrics in decorator colors now come in 12' and 15' widths, with or without foam rubber backing. Provides luxury with low-cost installation.—Luxor Carpet, Booth No. 734.

Circle No. J152 on reply card, p. 119



Water won't run off

One-piece ceramic molding for counters and drainboards keeps liquids from running off counter. Shaped like a V, it's installed in conventional cement mortar or mastic adhesives. In conventional colors.—Stylon Corp., Booth No. 519.

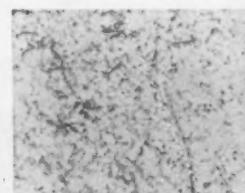
Circle No. J153 on reply card, p. 119



Design fused in

Showcase inlaid vinyl sheeting features a sparkling metallic "fleurpoint" decoration. Geometric figures are fused deep in a crushed marble design. Comes in white gold; beige with copper.—Congoleum-Nairn, Booth Nos. 359-360.

Circle No. J154 on reply card, p. 119



Laminete is patterned

Blending of a silver or gold overlay with a soft basic color is the feature of new Textolite pattern. Called "Twilight," the plastic laminate comes in six basic colors, in standard sheet widths.—General Electric Co., Booth Nos. 130-152.

Circle No. J156 on reply card, p. 119

New laminate designs

Lifetime laminates for all vertical and horizontal surfaces are featured in the new, softer looking designs. Decorative patterns and woodgrains for every type interior.—Pioneer Plastics, Booth No. 222.

Circle No. J157 on reply card, p. 119

*Give your houses
new sales appeal
with the*

ELECTRONIC MAGIC

of amazing new

AIRSWEEP

ELECTRONIC RANGE HOOD



THE MOST FABULOUS appliance ever developed for kitchens, Airsweep is a potent new sales clincher!

IRRESISTIBLE SALES APPEAL! Airsweep gives home owners two astounding advantages (1) Traps smoke, cooking odors, pollen, and kills bacteria electronically. No filters to replace, no ozone bulbs. (2) Makes kitchen air healthier, zestful! Airsweep adds miracle negative ions to the air it purifies—which scientists find combats hay fever, asthma, colds, headaches, blood pressure, drowsiness, and fatigue. Also adds zest! A boon to housewives!

A MONEY-SAVER, TOO. Saves cost of outside vents, ducts, special wiring. Saves cabinet space.

GIVES FLEXIBILITY to kitchen planning—locate range anywhere.

EASY INSTALLATION. Mounts in minutes on wall or under cabinet with just four screws, connects to standard household current.

AIRSWEEP is the newest of a complete line of 42 range hoods, 15 exhaust fans, by Progress. Distributors in every area.

AIRSWEEP

ELECTRONIC RANGE HOOD

PRODUCT OF PROGRESS MANUFACTURING CO., INC., PHILADELPHIA 34, PENNA. WORLD'S LARGEST MANUFACTURER OF RESIDENTIAL LIGHTING AND RELATED ELECTRICAL PRODUCTS.

GET DATA ON AIRSWEEP, the big news in range hoods, and the complete Progress line.

PROGRESS MFG. CO., INC., Phila. 34, Pa. Send information on the complete line of Progress Range Hoods and Exhaust Fans plus name of nearby distributor to:

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From
the wonderful
new world
of block

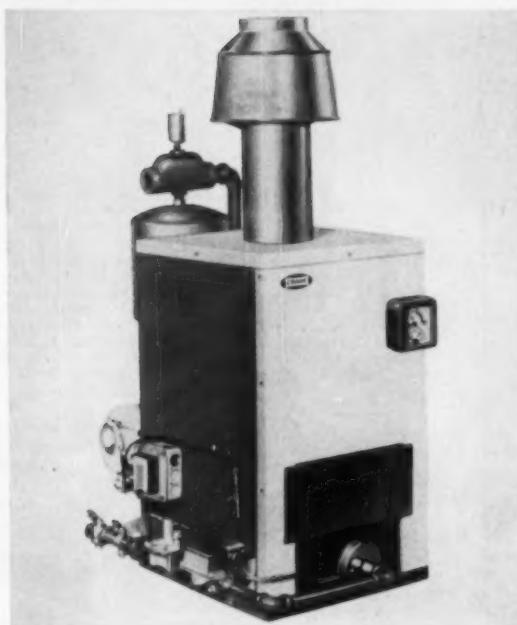
Fireplace Fashions



Concrete Masonry lets you create a fireside to match your mood and taste. The bright new faces of block available today can make your fireplace and adjacent walls a spectacular focal point in your home. With block you get the added plus of a building material at home inside, outside all around the house. Send 50¢ for your copy of "Smart Homes in Shadowal" containing plans of eight concrete masonry homes.

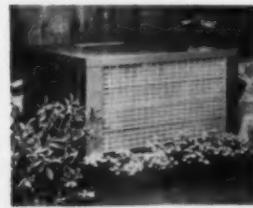
National Concrete Masonry Association
1015 Wisconsin Avenue, N.W.
Washington 7, D.C.



**Gas-fired boiler is compact, does work of larger size**

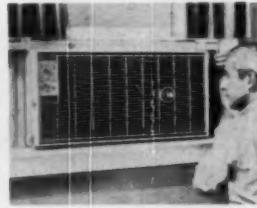
Gas-fired boiler has automatic controls, is compact. Yet it has capacity of larger sizes. It's designed for residential hot water heating with non-ferrous baseboard. Cast-iron boiler uses small amount of water. Provides quick heat response, making it unnecessary to maintain temperature.—Crane, Booth Nos. 256-259, 285-288.

Circle No. J158 on reply card, p. 119

**Units are waterless**

Remote condensing units use no water, come in three-, four-, five-ton sizes. Extra capacity blower insures quiet operation. Weather-proofed for outdoors. All units are shipped pre-assembled.—Mueller Climatrol, Booth Nos. 609, 610.

Circle No. J159 on reply card, p. 119

**Mount is flexible**

Air conditioner has accordion-type mount, can set in windows up to 40" wide. "Ruler" series has a one-hp unit that measures less than a foot deep. Thermostat maintains room temperature. Filter removable.—Admiral Corp., Booth No. 188.

Circle No. J160 on reply card, p. 119

**Give efficient heat**

Convection baseboard electric heating sections are available in both low and high density units. "Honeycomb" heat exchanger provides efficient heat transfer at lower surface temperatures.—Hunter Div., Robbins & Myers, Booth Nos. 708, 709.

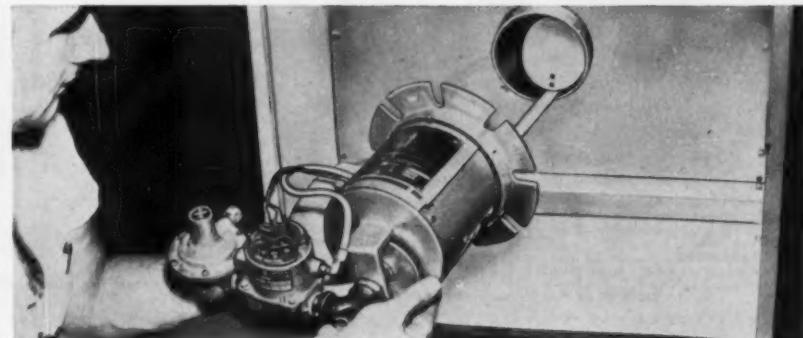
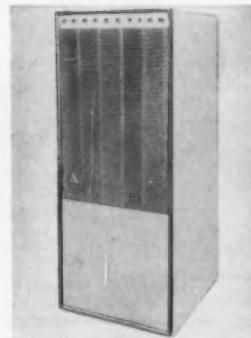
Circle No. J161 on reply card, p. 119

**Sets up outside**

Self-contained air conditioner is designed to set up outside, in basements or crawl spaces. Installs with forced air furnace or its own duct system. Capacities from 23,000 btu to 35,000 btu.—C. A. Olsen Mfg. Co., Booth Nos. 38-39, 59-60.

Circle No. J162 on reply card, p. 119

Compact units do a lot of work

**Oil-fired furnace is built-in or flush-mounted**

New oil-fired furnace installs as a built-in, or flush-mounted. Styling of unit offers greater variety in placement. Fuel consumption—Circle No. J163 on reply card, p. 119

tion is reduced by use of heat exchangers. Blower unit is rubber mounted, assures quiet operation. Burner (above), fire box and wiring harness are factory-assembled. Furnaces measure 56" high, 29" deep.—Perfection Div., Hupp Corp., Booth No. 1177.

SPACE 711 SEE COLONIAL at the Builder's Show,
McCormick Place, Chicago • Jan. 29-Feb. 2
Dealerships still open in some areas



COLONIAL POOLS CORP.
a division of Colonial Homes, Hobbs, New Mexico
Chicago Office—5816 N. Lincoln—Lo 1-7576

ADD QUALITY SALES APPEAL
FOR DISCRIMINATING HOME BUYERS

WITH THE *Thermo-Rite*

FIREPLACE ENCLOSURE



SOLID BRASS FRAME

BEAUTY • Solid brass frame blends with modern or traditional decor.

SAFETY • Protects children and pets from flying sparks.

CONVENIENCE • Piano-hinged doors open easily. Sliding draft doors control fire.

Trusted In Fine Homes Everywhere!

FITS ANY SIZE OR TYPE FIREPLACE...AVAILABLE IN 32 SIZES.

For complete details Write Dept. AB-11

Thermo-Rite
MANUFACTURING CO. AKRON 9, OHIO
Canadian Plant: St. Catharines, Ontario



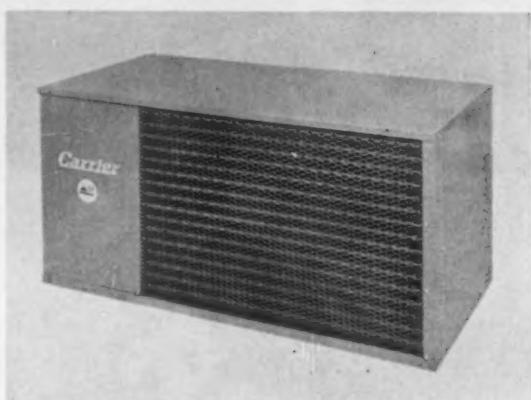
TEMPERED GLASS DOORS

COMFORT • Eliminates drafts...radiates even heat.

ECONOMY • Burn wood, coal or gas and save on fuel bills. No loss of room heat.

CLEANLINESS • Seals in smoke, ashes and soot to prevent rug and furniture damage.

PRODUCT PREVIEW



Condensing unit has new compressor

Condensing units with new compact compressor are less expensive to purchase and operate. Compressor is welded steel hermetic. Patented electrical control circuit eliminates its rapid cycling and manual resetting. Sound level of the

condenser has been reduced by improved acoustic insulation and use of a larger low speed fan. Available in models of 2, 2½ and 3 tons capacity. All three 44½" x 22½" x 22¼". —*Carrier Air Conditioning Co.*, Booth Nos. 363-365.

Circle No. J164 on reply card, p. 119



Heats instantly

Instant forced-air heating for the bathroom is promised by "Rangaire" flush mounted electric ceiling heater. Contemporary design harmonizes with modern decor. In aluminum or gold-anodized finish. —*Roberts Mfg. Co.*, Booth No. 158.

Circle No. J165 on reply card, p. 119



Swallows up impurities

Same principle of air purification used in atomic submarines is applied in nursery, kitchen, den. "Rivalaire" has high-filtration, twin-pack air filters. Weighs 11 lbs.; needs no installation. Plugs in 110-120V outlet. —*Rival Mfg. Co.*

Circle No. J167 on reply card, p. 119



Wired for ductwork

Vertical upflow furnace is factory assembled and wired for warm-air ductwork. Capacities: 34,100, 51,200 and 68,300 BTU/hr. Can be downrated for other capacities. Comes with one-phase, three-phase service. —*Rheem Mfg. Co.*, Booth Nos. 227-228.

Circle No. J166 on reply card, p. 119



Controls temperatures

Oil furnace and boiler for the home has 100% clean, instant combustion. Requires no chimney; standby loss is negligible. SelecTemp non-electric thermostat controls temperature in each room. —*Iron Fireman Mfg. Co.*, Booth Nos. 21-23.

Circle No. J168 on reply card, p. 119



New heat pump comes in two separate units

Electro-Flo heat pump, based on the reversible heating-cooling cycle principle, installs only with remote condensing unit. Thus it requires minimum indoor space. Indoor section includes heating-cooling coil and blower-filter unit, for vertical,

Circle No. J169 on reply card, p. 119

Heats like the sun

Infra-Red radiant heater heats only the places you want heated. Aims like flashlight, doesn't lose heat passing through air. Requires less input than convection systems.—Engelhard Hanovia, Booth No. 1140.

Circle No. J170 on reply card, p. 119

counterflow or horizontal installation. Outdoor section consists of compressor, propeller-type fan, and controls, all in tilt-back housing. Indoor section can be used with optional furnace.—Stewart Warner Corp., Booth Nos. 541-542.

Circle No. J171 on reply card, p. 119

Install with forced air

Year-round home comfort in a single unit. Offered in this combination central heating and air conditioning system. For homes with forced air heating systems.—Delco Appliance Div., Booth Nos. 719-720.

Circle No. J172 on reply card, p. 119



Heater fits window

Gas-fired space heater fits in window. Draws oxygen from outdoors and vents combustion products outdoors... it's newest idea in safe space heaters. Lowers gas cost 30%. Easily removed when desired.—Bastian-Morley Co., Booth Nos. 46-48.

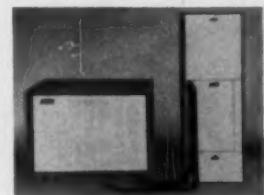
Circle No. J172 on reply card, p. 119



Melts ice on steps

Electric heater mats clear snow and ice from concrete steps. Positioned beneath top layer of concrete, units consist of Thermowire heating cable interwoven with galvanized mesh.—Edwin L. Wiegand Co., Booth Nos. 942, 943.

Circle No. J155 on reply card, p. 119



Portables heat room quickly

Two portable heaters feature instant ribbon heating elements, safety tip-over switch. Larger 19"-wide model heats any room in house; 15-3/4" model heats small areas quickly, has lithographed panel.—Fasco Industries, Inc., Booth Nos. 356-358.

Circle No. J173 on reply card, p. 119

Cuts heating costs

Heating in advance during "off-peak" hours is the way this electro-hydraulic heating system saves electricity. Stored hot water, controlled by zone valves, is fed through radiation baseboard.—Edwards Engineering Corp., Booth Nos. 182-183.

Circle No. J174 on reply card, p. 119

Makes year-round system

An all-electric air-to-air hermetic heat pump completes forced air systems. Heat pump consists of outdoor unit with refrigerant piping, indoor unit with heating, cooling coil.—The Coleman Co., Booth Nos. 430-431.

Circle No. J266 on reply card, p. 119

Now, you can offer Remote Control in your garage doors... at less cost than many home appliances!

No other feature upgrades your homes or dramatizes their desirability to men and women alike—as does the Alliance Genie!

Yet, it costs you less than wall-to-wall carpeting, less than most major appliances.

Easy to install . . . trouble-free . . . quick, on-the-site delivery. Manufactured by the world's largest maker of sub-fractional hp motors, the Alliance Genie is proved in use! Nationally advertised, it's the Nation's Number One garage door operator. Consumers are rushing to buy it for their present homes. They'll be powerfully influenced when they see it in your homes!

Choice of three sales-making controls.

- New Transistorized radio control model TT-5 offers handy purse or glove compartment-fitting remote control unit.
- Push-button radio control TT-R installs quickly, easily on dash of car, touch of a finger operates it.
- Turn-key electric model TR-3, as with all models, opens door, lights up, closes lights and locks door.

Door operators in models to operate all types of overhead doors



ALLIANCE
Genie® Automatic
Garage Door Opener

Get complete information, today! Write The Alliance Manufacturing Co., Dept. 61, Alliance, Ohio

THE ALLIANCE MANUFACTURING COMPANY

Alliance, Ohio

(Division of Consolidated Electronic Industries Corp.)

See us at
NHBA Show
Booth 988

"My savings on electric house heating let me



"I THINK ELECTRIC HEAT IS THE COMING THING." says George Wilson. "It's the most comfortable heat there is. And I ought to know. I have it in my own home. It costs less to install and it's simpler to schedule. My electrical contractor handles the whole job. And buyers like it when I tell them how cool they'll be in the summer, with so much insulation."

build in better value that sells my houses faster"

Builder George Wilson, of Wooddale, Illinois, tells how flameless electric house heating helps him offer the higher quality that moves his \$18,500 homes faster

As George Wilson explains it, his prospects already know that electric house heating gives them the best possible value in terms of comfort, cleanliness and low maintenance.

In addition, builder Wilson saves many dollars on building with electric house heating. These dollars go into extra values that convert "lookers" into customers.

For example, Wilson's savings pay for an insulation job that far exceeds minimum code standards. This gives Wilson potent sales arguments in terms of lower electric bills and greater year-round comfort for his customers.

Another selling feature Wilson gains is the extra space in utility rooms which a bulky furnace would normally occupy.

As a builder, George Wilson finds that electric house heating is easy for him to schedule and follow up. His electrical contractor handles the heating installation along with his normal wiring job. Wilson feels that the amount of time and trouble this saves him is impossible to calculate in dollars.

George Wilson's experience shows why builders all over the country are swinging to electric house heating. To date, they've installed it in more than 850,000 homes in the U.S. So it's important for every profit-minded builder or developer to find out all he can about flameless electric house heating in his area.

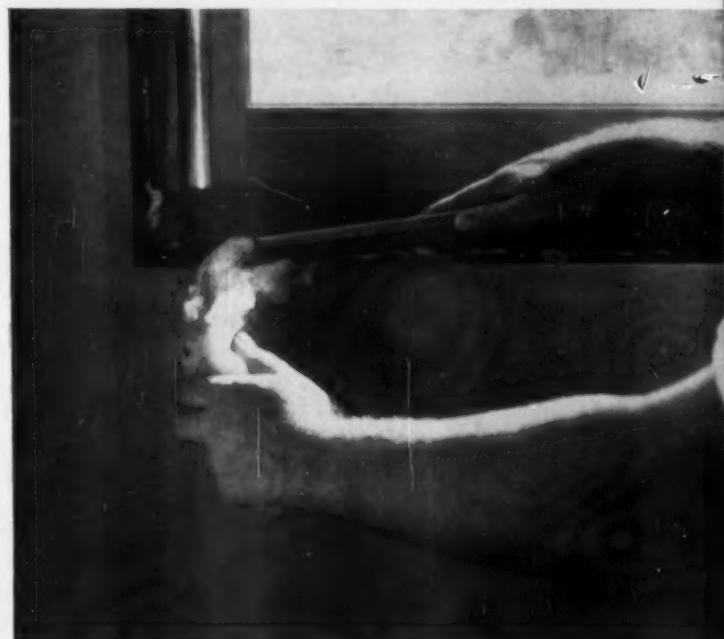
For detailed information, call your local electric utility company soon.

Visit the **LIVE BETTER ELECTRICALLY** Booth, No. 1001, Jan. 29—Feb. 2, at the N.A.H.B. Convention in Chicago.

SATISFIED HOMEOWNERS, like the George Spreads, vouch for the extra value electric house heating gives their home. "There's no dirt or dust," says Mrs. Spread. "And the fact that it's flameless means a lot to us."



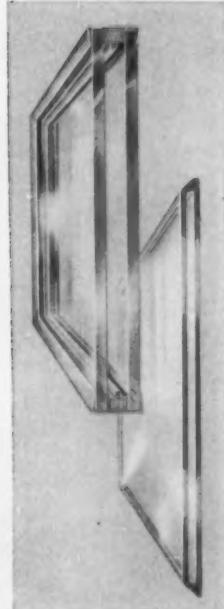
"INSULATION IS THE SECRET of economical operation and buyer satisfaction," says Wilson. "I put 3" of insulation between the joists and in the crawl space. And then I put sisal kraft paper on top of that."



"I COMPLETELY WRAP MY BUILDINGS beyond the minimum requirements," Wilson says. "But it pays off. I've only one home that didn't come within \$10 of the heating estimate. And that was caused by a faulty thermostat."

With clean, comfortable Electric House Heating
LIVE BETTER ELECTRICALLY
Sponsored by Edison Electric Institute





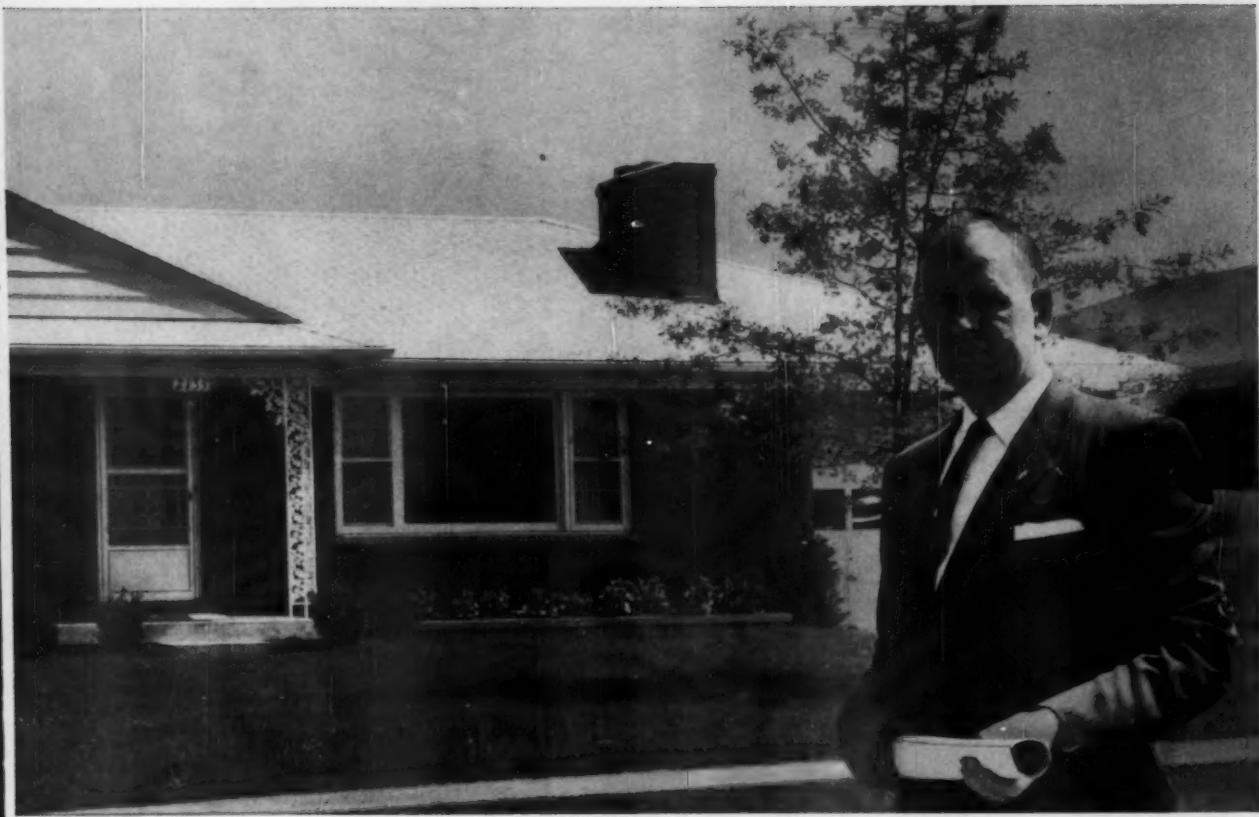
Houses sell easier when they because buyers save on

Howard C. Reeves heads up a firm in Louisville, Kentucky that builds about 50 homes a year ranging in price from \$15,000 to \$18,000. He is past president (1959) of the Associated Home Builders of Louisville.

Here's what Mr. Reeves has to say about TWINDOW: "Our winter months in Kentucky point up the extra value of TWINDOW both to ourselves and to our buyers. The reduction of sweating and condensation through the use of TWINDOW is very obvious when compared to homes not having TWINDOW. Buyers save on heating and cooling bills—and they can forget about storm windows. We like such added selling features in our homes and our customers appreciate the added quality of TWINDOW Insulating Glass."

You can get either
glass-edge or metal-edge
in TWINDOW

... the windowpane with insulation built in



Howard C. Reeves—Louisville, Kentucky, a National Director, National Association of Home Builders.

feature TWINDOW® Insulating Glass heating and cooling bills

Tell your customer he can have all this comfort and convenience for not much more than he'd pay for single glazed windows with storm sash, and he's sold on TWINDOW. It helps close many a sale.

You can get TWINDOW Glass-Edge or Metal-Edge in all popular sizes for a wide variety of window styles. Our free TWINDOW booklet gives you the complete story. Write to Pittsburgh Plate Glass Company, Room 0198, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWINDOW®



Pittsburgh Plate Glass Company

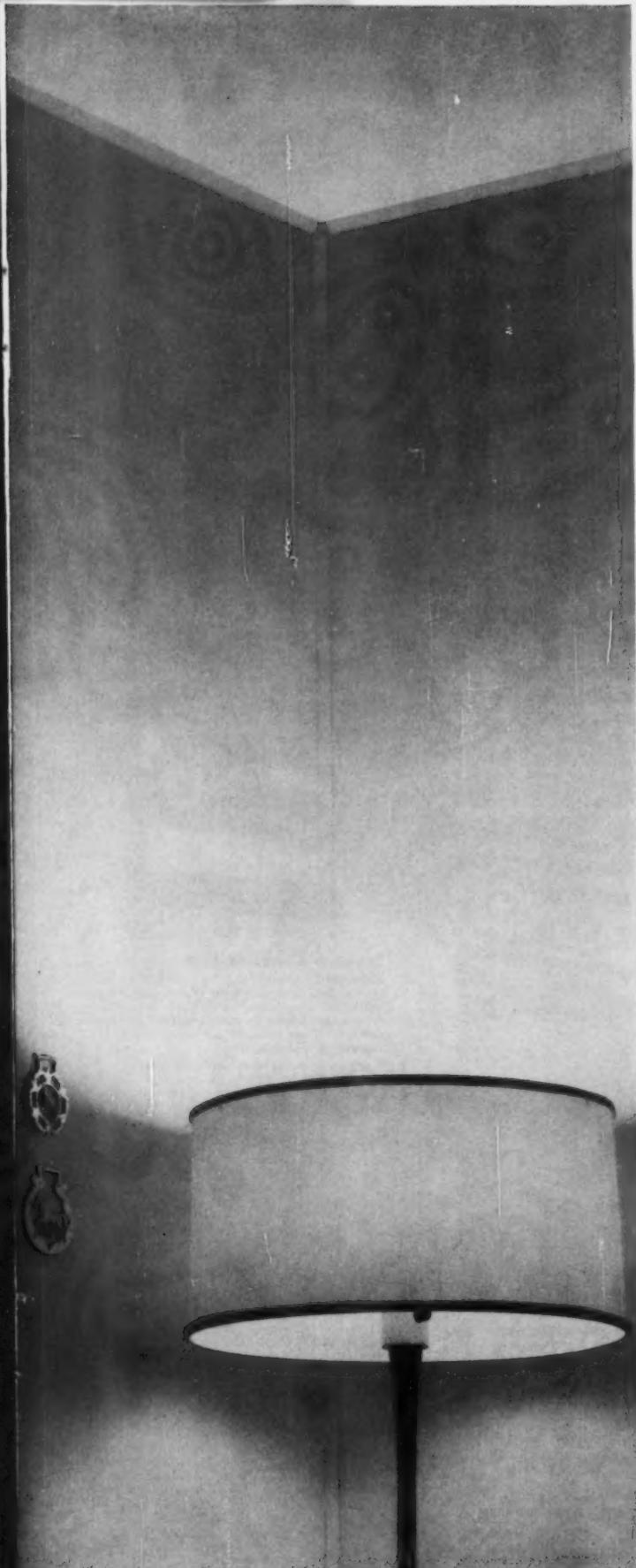
Paints • Glass • Chemicals • Fiber Glass In Canada: Canadian Pittsburgh Industries Limited



First step in the "Steelfast" system is placing the steel member in corner and ceiling joints.



The center ceiling panel is bowed slightly and slipped into the ends of the "Steelfast" member.



Ceiling and corner lines are clean and true in the finished "Steelfast" dry wall installation.

New "Steelfast" dry wall system helps cut costs and construction time

Research and development in home building have done it again—found still *another* way to help you beat down rising construction costs! Working closely with the National Association of Home Builders Research Institute, as well as individual home builders, U. S. Steel research men have helped in developing an advanced dry wall installation system called "Steelfast." Field tests have proved that "Steelfast" is capable of cutting more than *two days* from a builder's construction schedule. It eliminates the backing lumber and other materials used in conventional installation . . . *plus* six steps in the finishing process, including the application of corner tape and "mud." Never again will you lose time waiting for succeeding coats of "mud" to dry!

The "Steelfast" system uses cold-formed strip steel members at all corner and ceiling joints. They are formed to receive dry wall sheets along their edges and to hold them secure. "Steelfast" insures perfect corners *automatically*, regardless of framing conditions, because it keeps corner lines plumb and ceiling lines level.

The speedy "Steelfast" system will help you sell better homes at a lower cost to you and your customers. This is what U. S. Steel's research men are constantly striving for; and we promise you *more* significant developments in the months ahead. Write to us *today* for details on the new, cost-cutting "Steelfast" dry wall system. United States Steel Corporation, Room 6191, 525 William Penn Place, Pittsburgh 30, Pa.

USS is a registered trademark



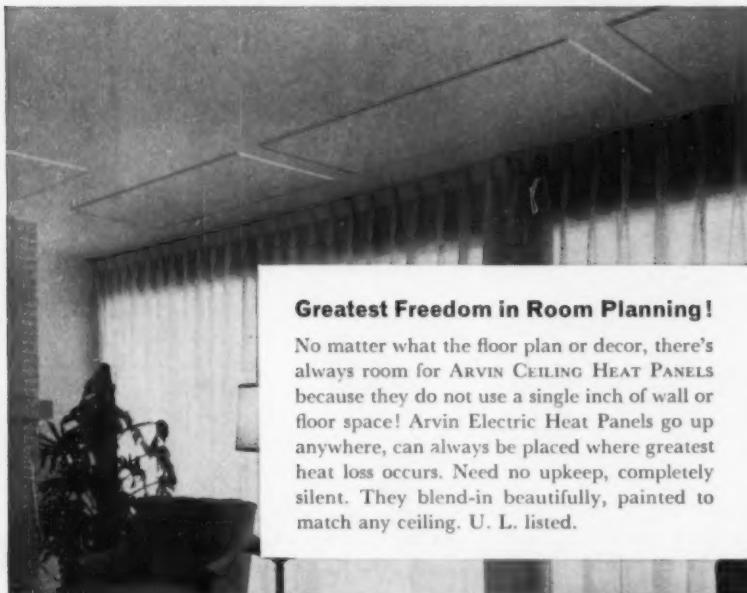
United States Steel

For better housing at a lower cost.



Arvin Electric Invisa-Panels sell far easier. Here's why:

(Shown as Featured Recently in a Better Homes & Gardens Idea Home)



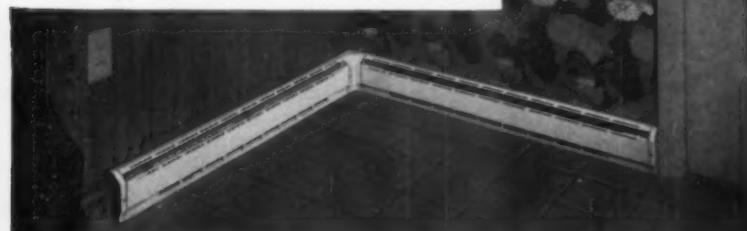
Greatest Freedom in Room Planning!

No matter what the floor plan or decor, there's always room for ARVIN CEILING HEAT PANELS because they do not use a single inch of wall or floor space! Arvin Electric Heat Panels go up anywhere, can always be placed where greatest heat loss occurs. Need no upkeep, completely silent. They blend-in beautifully, painted to match any ceiling. U. L. listed.



Slimmest Design—1½" thin, 4½" low!

ARVIN ELECTRIC INVISA-BASEBOARD HEAT puts the most sellable dimensions of all baseboard units to work for you. The neatest, slimmest, thinnest units available: *only 1½" thin and 4½" low!* The eye-appealing styling with baked-on beige enamel finish blends with any room decor. High or low wattage, various lengths. Matching accessories.



ARVIN BUILT-IN WALL HEATERS

A complete line—seven fan-forced radiant models, from 3413 to 13,652 BTU capacities. Instant-heating elements. Each model features new-design rough-in box, quick-fastening clamps for new or old construction.



Write or call Arvin for facts and folders. No obligation.



Electric Heat Division

ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA

See Arvin Electric Heat at These Shows:

NAHB: Booths 850-851—Chicago McCormick Pl.
Int'l H&AC: Booths N230 & N232—Chicago
Amphitheater

A LEADING NAME IN ELECTRIC HEAT PRODUCTS FOR 28 YEARS

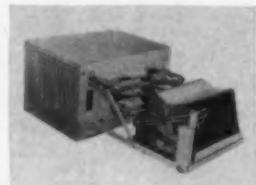
PRODUCT PREVIEW



Heating kit aids sales

Hydronic heating sales promotion kit is compiled to help you sell homes. Designed to make salesmen "heating experts," it includes 60-page booklet, stickers, signs. Home training session.—*Better-Heating-Cooling Council, Booth Nos. 825-859.*

Circle No. J174 on reply card, p. 119



Central a/c at low cost

Whole-house air conditioning for moderate priced homes has a remote conditioner. "Flex-Hermetic" unit of 22,000 btu is installed through the wall, requires no foundation. Has 18" tubing for evaporator coil.—*Feeders Corp., Booth Nos. 155-156.*

Circle No. J175 on reply card, p. 119



Sealed-in baseboard heat

Baseboard heating system combines electricity and hot water in a self-contained, sealed-in circulating unit. No plumbing system, no filling or maintenance. No fuel storage. Zone control.—*International Oil Burner, Booth No. 243.*

Circle No. J176 on reply card, p. 119



Heats average home

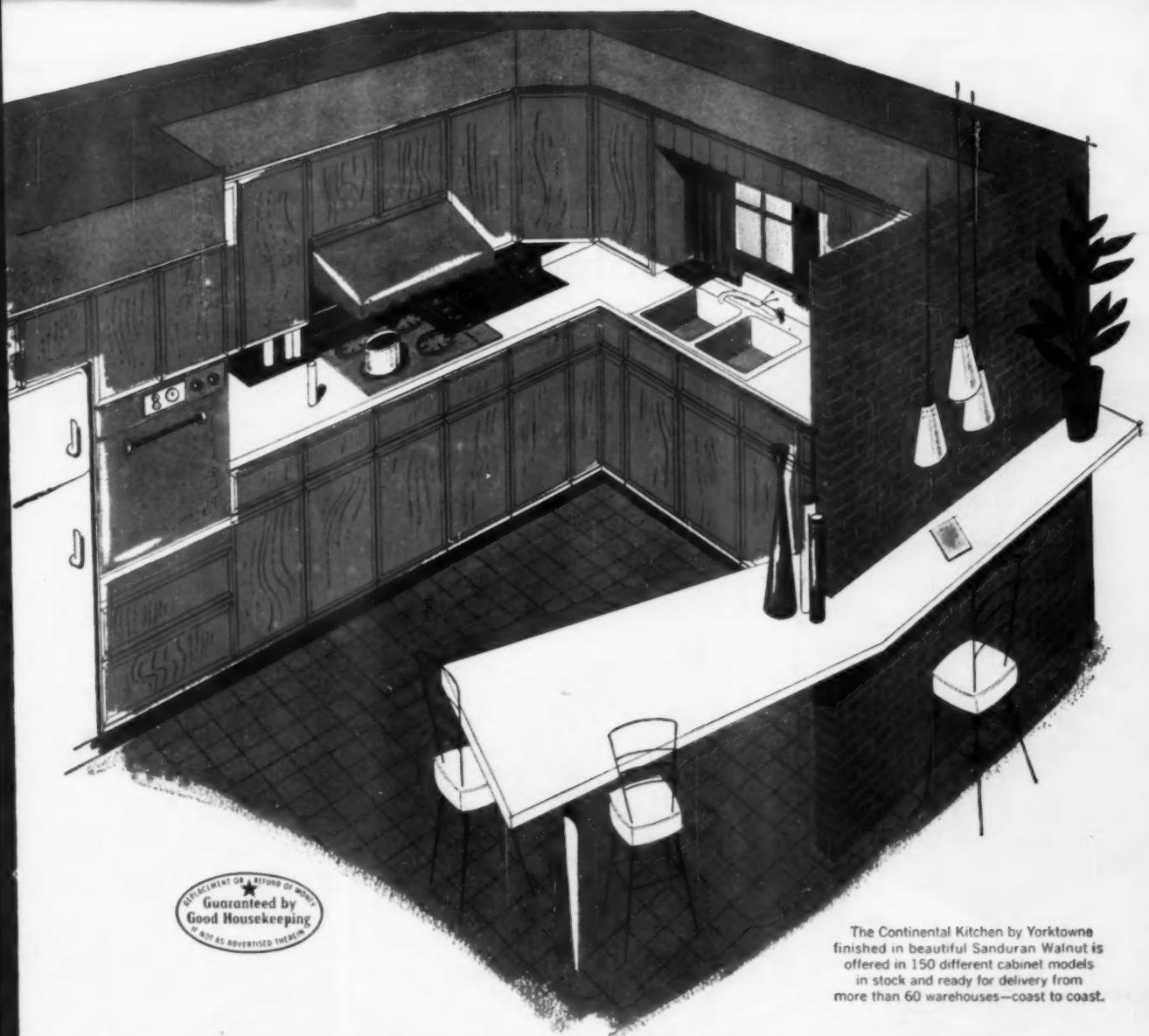
Compact electric furnace supplies central warm-air heating for average house. Has output of 39,000 Btu/h. Controls air circulation, filtering, humidity. Unit is horizontal.—*Lennox Industries, Booth Nos. 111-116.*

Circle No. J177 on reply card, p. 119

Cleans air

"Electro-air" cleaners are offered in full line of sizes from portable, one room units to large commercial types. Provide electronic drawing of dust, pollen, smoke, contaminants. From room through the unit.—*Electro-air Cleaner Co., Booth No. 1176.*

Circle No. J178 on reply card, p. 119



The Continental Kitchen by Yorktowne finished in beautiful Sanduran Walnut is offered in 150 different cabinet models in stock and ready for delivery from more than 60 warehouses—coast to coast.

this kitchen SELLS houses in today's market

For many years, and especially in today's market, the fine-furniture craftsmanship, beauty of design and finish of Yorktowne Kitchens have proved to be powerful incentives in the selling of thousands of homes. Now, in 1961, Yorktowne gives you *even greater* advantages with its complete lines . . . covering your entire price range and offering a range of finishes. In addition, Yorktowne Kitchens not only are unconditionally guaranteed, but are now backed by the *Good Housekeeping Seal of Approval*. For kitchens with more proved house-selling incentives, be sure to see the full Yorktowne line for '61. Illustrated folders and detailed specifications sheets await your inquiries. Write today.

Visit Our Exhibits—
Booth 952 and
Booths 576-577-578



Continental
KITCHENS BY YORKTOWNE

COLONIAL PRODUCTS COMPANY, DALLASTOWN, PENNSYLVANIA • WORLD'S LARGEST PRODUCER OF FINE WOOD KITCHEN CABINETS.

NEW BOON

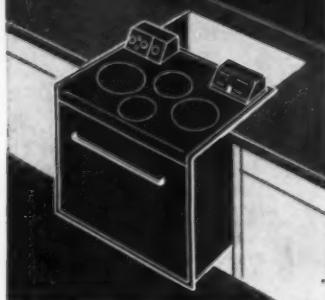
Hotpoint Town and Country



30" MODEL RF37-B

2 OTHER MODELS ALSO AVAILABLE

SLIDES IN
LIKE A DRAWER!



Hotpoint

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS

FOR BUILDERS

Ranges Give You That Luxury Look with...

LOW
INITIAL
COST

LOW
INSTALLATION
COST

DELUXE
SELLING
FEATURES

Initial cost is low because no side panels are needed. Installation cost is low because this single compact unit slides in like a drawer... with just one electrical connection. And Town and Country Ranges give you deluxe selling features like . . .

- Twin Control Towers—easy to see and reach, yet away from "little fingers" and spatters.
- "Super 2600" Speed Unit—heats so swiftly you can boil a can of soup in just 65 seconds.
- Automatic Oven Timer—turns oven on and off with pre-set clock control.
- Removable Window Door—detaches for easy, reach-in oven cleaning.
- Seven Beautiful Finishes—complete compatibility with any color scheme.

CONTACT YOUR HOTPOINT DISTRIBUTOR FOR COMPLETE DETAILS TODAY!

...And Hotpoint Offers the Most Complete Line of Built-Ins in America! The right model, the right price for every home from \$10,000 to \$100,000.

No matter what kind of homes you're building, Hotpoint has a quality built-in range and surface unit that will fit your kitchens and your cost requirements. Specify Hotpoint... no other manufacturer offers you so wide a choice.



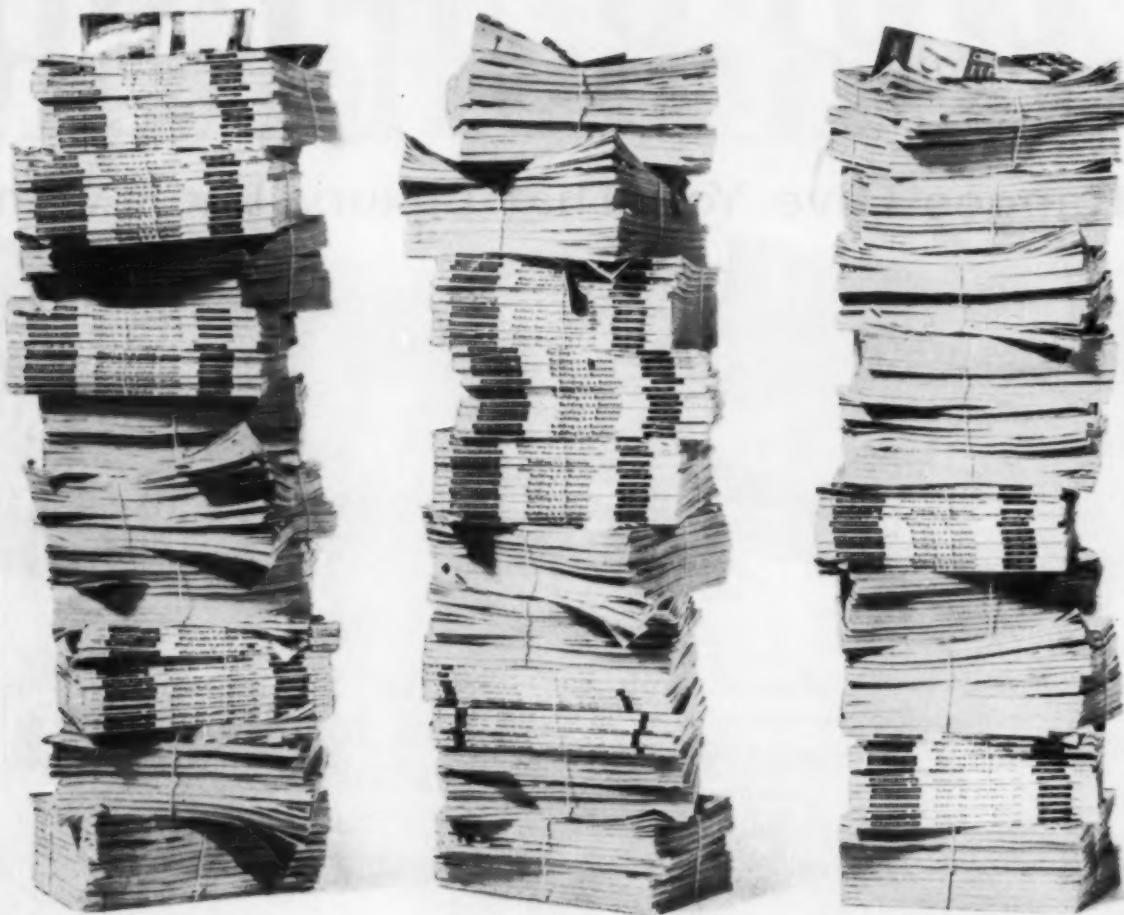
point

A Division of General Electric Company, Chicago 44, Illinois



DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

COMPANIES ON THE MOVE



During the 55-year period between 1905 and 1960, each of the 650 consecutive back-cover ads in American Builder has been for National Manufacturing Co., Sterling, Ill.



Typical of the long line of advertisements placed by Mr. Frank Kennedy, National's recently retired Advertising Manager, is this June, 1960 back cover page.

Is this the all-advertising

National Manufacturing Company began placing back cover ads in American Builder in 1905. To this day, they have never stopped.

For fifty-five years, month after month — through wars, depressions, recessions, and changing building markets — National's advertising has continued without break. More than 650 consecutive ads in all.

In a letter the other day, Mr. R. D. Arnold, National's president, revealed the reason behind such a steadfast advertising program. He points to "...the assistance given by American Builder



time record for continuous in one publication?

in developing our firm from a plant consisting of two small buildings and a very few employees—to the present large, modern plant with several hundred workers.

"Our prospects for continued growth were never better," Mr. Arnold goes on to say, "...and we would like to look, as in the past, to the American Builder to help us accomplish these goals."

The building industry has undergone many a change since 1905. But its most effective advertising medium continues to be that chosen so consistently by National.

American Builder delivers these four major advantages to advertisers:

- Mass exposure to builders (75,459—the hard core of the market)
- Exposure to *active* builders (who put up 999,071 of America's 1,250,000 homes last year)
- Exposure to *volume* builders (93.8% of all 100-house-and-over builders)
- An *authoritative* medium where your message gets read, weighed and acted upon.

The Business Magazine for Builders

American Builder
30 CHURCH STREET NEW YORK 7, NEW YORK

NOW... CUT PLYWOOD FORM COSTS WITH THOMPSON'S WATER SEAL



Note these cost-saving features:

- Prevents absorption of water in concrete forms. Forms last longer.
- Saves labor. Eliminates cost of cleaning, sanding and recoating after each pour.
- Thompson's Water Seal permits eight or more pours per plywood form (min. 4 pours per side).
- Eliminates form damage during stripping. Forms can't stick. Won't soften wood, prevents deflection.
- Easy to apply by brushing, dipping or spraying.

Thompson's Water Seal is deep penetrating, colorless, leaves no residue, won't stain concrete; surface is dust-free, ready for painting.

Available in 5 and 55 gallon drums from suppliers to the construction industry.

See catalog in *Sweets Architectural file* and *Light Construction file*.

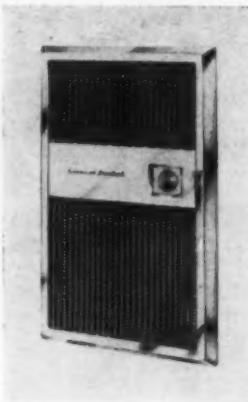
Thompson's

MANUFACTURERS OF FINE PROTECTIVE
CHEMICALS SINCE 1929

E. A. Thompson Co., Inc., Merchandise Mart,
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San Francisco, Los Angeles, San Diego, Portland,
Chicago, Seattle, Denver, Dallas, Houston, St.
Louis, St. Paul, Detroit, Philadelphia, New York
City, Memphis, Tampa, Cleveland, Atlanta,
Honolulu. Factory: King City, Calif.

PRODUCT PREVIEW



Build into wall

Electro heaters build into wall, come in radiant or fan-forced models. Automatic thermostat keeps room at pre-set temperature. Unit clamps in, eliminates nails and screws. Dimensions: 17 1/4" x 10 1/4" x 3 3/4"; 1" flange.—American-Standard, Booth Nos. 739-744.

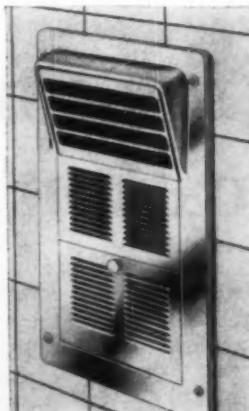
Circle No. J179 on reply card, p. 119



Vents burned gases outside

Thru-the-wall vented gas heaters has sealed combustion chamber. Room air stays fresh. Gas inlet, air intake and vent unit are sealed into chamber; all burned gases are expelled outside. Install on any outside wall, at any height. Three models.—Chattanooga Royal Co.

Circle No. J180 on reply card, p. 119



Heats room quickly

Wall-insert gas heater for the bathroom supplies 100% convected heat in coldest weather. Installs in new or remodeling with 2x4's on each side of wall studs. Heater front is finished in chrome.—Peerless Mfg. Div., Dover Corp., Booth Nos. 875-876.

Circle No. J181 on reply card, p. 119

More heating, p. 232

AVAILABLE FROM BLONDER-TONGUE

two great names in master tv BLONDER-TONGUE AND BENCO

combine their
engineering and
manufacturing
resources to bring
you the broadest
and most versatile
line of master tv
system equipment.

The growing importance of master TV systems in apartment houses, motels, schools, hospitals makes it an important part of any architect's and builder's plans. Architects and builders are vitally concerned with performance, maintenance, cost and the ease with which the equipment will work into the overall plan. Now, with the combined resources of Blonder-Tongue and Benco—respectively the leading producers of equipment for master TV systems in the United States and Canada—the architect has at his disposal the broadest, most versatile and the most economical line of equipment. What's more, the engineering ability of both of these companies assures lowest maintenance costs and long-term, trouble-free performance.

Blonder-Tongue and Benco equipment is now available through the Blonder-Tongue distributor organization in the United States, just as Benco and Blonder-Tongue equipment is available through the Benco organization in Canada. Blonder-Tongue offers all the assistance necessary for you to plan an effective, reliable, low cost master TV system in any type of building—technical literature and field engineering specifications assistance. Further, the equipment is available to you locally. Write for a free installation manual and catalog of Blonder-Tongue and Benco equipment. If you are planning construction of any project where master TV is to be included, call upon us for free layout service. Write Dept. HC.

Engineered and manufactured by
BLONDER TONGUE
8 Alling St., Newark, N.J.

Canadian Div.: Benco Television Assoc., Ltd., Toronto, Ont.
Export: Morhan Export Corp., New York 13, N.Y.
home TV accessories • UHF converters
master TV systems • industrial TV systems
FM-AM radio



**CRANE HAS PLUMBING TO FLATTER THEM ALL, INCREASE THEIR WORTH
AND ADD TO YOUR PROFIT**

People who think Crane plumbing is costly are behind the times. Fact is, Crane—fine as it is—comes in *every* price range.

Because it does, there isn't a plumbing installation that can't have Crane. When you think of the extra value the Crane name adds, there's all the more reason to specify it.

It's a name that'll bring you business and profits. Crane is luxury—but not costly. Your Crane plumbing contractor will prove it—down to the penny. See him.

NAHB Exposition Stop in and see us—Booths 256-259. See the new "Sunnydec" double-bowl sink, a new "Westmont" lavatory; the brand-new "Fermost" lavatory; Crestmont trim; Dial-eze faucets; Starlite accessories plus countless other plumbing, heating and air conditioning products that offer extra value for home owners and builders.



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JANUARY 1961

P. O. Box 780, Johnstown, Pa.

IN CHICAGO...

Al Rubin, leading masonry contractor gets maximum crack resistance with

KEYWALL

galvanized masonry reinforcement



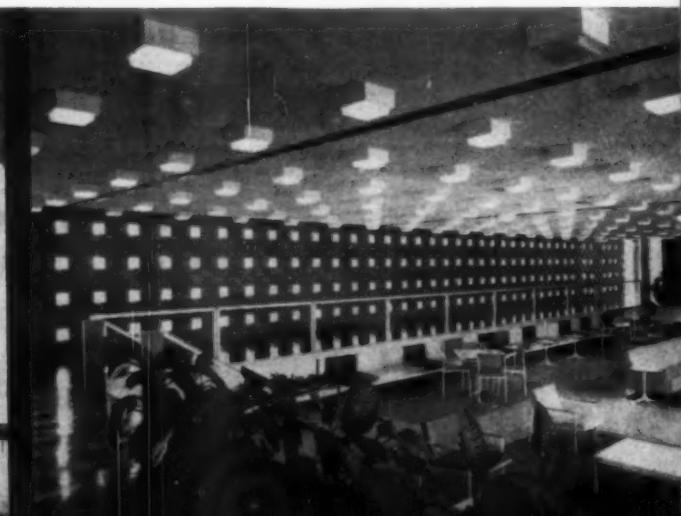
Mr. Rubin (standing) notes how easily Keywall is handled on one of his current jobs, the Hyde Park Shopping Center on Chicago's south side. Hyde Park Project Contractor: Webb & Knapp Inc., Chicago. Architects: I. M. Pei & Associates, New York; Harry Weese & Associates, Chicago. General Contractor for Shopping Center: Inland Construction Co., Chicago.

"You just can't beat Keywall," says Al Rubin, president of Arco Construction Company, Chicago, Illinois. "It's the easiest-to-handle joint reinforcement I know . . . my men really like to work with it. And I get the results I want. That's why I always urge the use of Keywall wherever joint reinforcement is specified."

By using Keywall masonry reinforcement on his jobs, Rubin gets stronger walls with greater crack resistance. This is one of the reasons he's recognized for quality masonry by leading Chicago architects and builders.

Rubin's men prefer Keywall. They use it right. Installation details, such as reinforcing corners so they are stronger than the wall itself . . . lapping joints in straight walls to assure continuous reinforcement . . . getting full embedment of reinforcement, even when lapping, without increasing thickness of masonry joints . . . are easily done with Keywall. These superior features, vital in the effectiveness of any reinforcement, make walls reinforced with Keywall stronger and more crack resistant at lower cost.

Keywall comes in easy-to-handle 200-foot rolls, galvanized for rust-free storage. Made for the following wall thicknesses: 4", 6", 8", 10" and 12".



These two Lake Meadows units on Chicago's south side are a prime example of Rubin's fine masonry work. Keywall was used throughout. Architect: Skidmore, Owings & Merrill, Chicago. General Contractor: Turner Construction Co., Chicago.



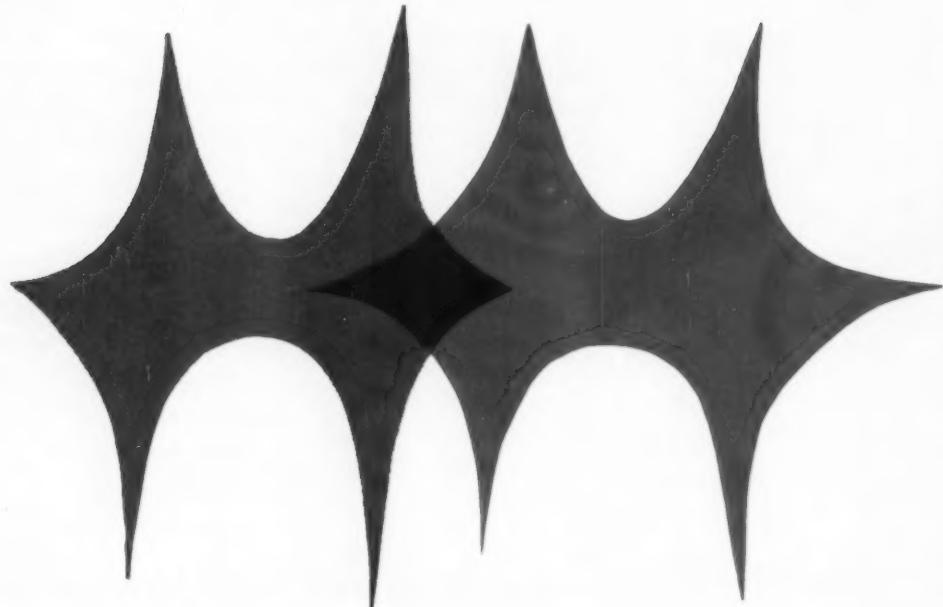
Rubin used Keywall on the International Minerals & Chemicals Company office building in suburban Skokie. Photographs (left) show interior and exterior masonry construction of this attractive building. Architect: Perkins & Will, Chicago. General Contractor: Turner Construction Co., Chicago.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

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Concrete Industries

HORIZON HOMES

Program

- ★ Fresh, sales-oriented merchandising for home builders
- ★ Free concrete
- ★ Merchandising competition offering 7 Regional Awards and 1 fabulous National Award

READ THESE QUICK FACTS ABOUT THE PROGRAM!

For the progressive, promotion-minded builder, here is the chance to tie in your own current promotion with a major nationwide program developed expressly to help you sell more homes.

Program is keyed directly to the National Association of Home Builders' own major national promotional effort: The 1961 National Home Week activities and "Parade of Homes" showings in communities across the country.

Every element is carefully planned to give maximum support at the LOCAL LEVEL TO LOCAL PARTICIPATION by LOCAL BUILDERS.

The program will bring more attention, more traffic, more customers to your homes.

HOW YOU'LL BENEFIT BY PARTICIPATING...

1. Receive free concrete masonry and ready-mixed concrete required for the construction of your model Horizon Home.
2. Be provided with a complete kit of effective sales and promotional materials for use in publicizing and merchandising the program locally—from the planning stages straight through to the model home showing during National Home Week, 1961.
3. Be able to select and work closely with the most creative architectural talent in your area, in the designing of exciting, imaginative concrete homes.
4. Qualify for entry in the HORIZON HOMES NATIONAL COMPETITION. *A chance to win a fabulous national award!*

SIMPLE, BASIC REQUIREMENTS

- Builder must be a member of his local NAHB affiliate.
- Builder must be an accepted entrant in his local NAHB National Home Week activities.
- Builder must agree to meet specific concrete usage requirements in the design and construction of his model home.
- Sale price of the model home (excluding land and furnishings) is not to exceed a total of \$20,000.
- Builder must agree to abide by rules of Horizon Homes Program.

TIMETABLE

JANUARY, 1961 . . . Registration in Concrete Industries Horizon Homes Program.

SEPTEMBER, 1961 . . . Homes to be completed, furnished and ready for showing during National Home Week.

NOVEMBER, 1961 . . . Builder Merchandising Award winners to be selected.

DECEMBER, 1961 . . . Announcement of winners during NAHB national convention.

FOR COMPLETE DETAILS GET IN TOUCH WITH THE PCA OFFICE IN YOUR AREA NOW!

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2108 Michigan National Tower

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816 West Fifth St.

LOUISVILLE 2, KY.
805 Commonwealth Bldg.

MEMPHIS 3, TENN.
815 Falls Bldg.

MILWAUKEE 2, WIS.
735 North Water St.

MINNEAPOLIS 2, MINN.
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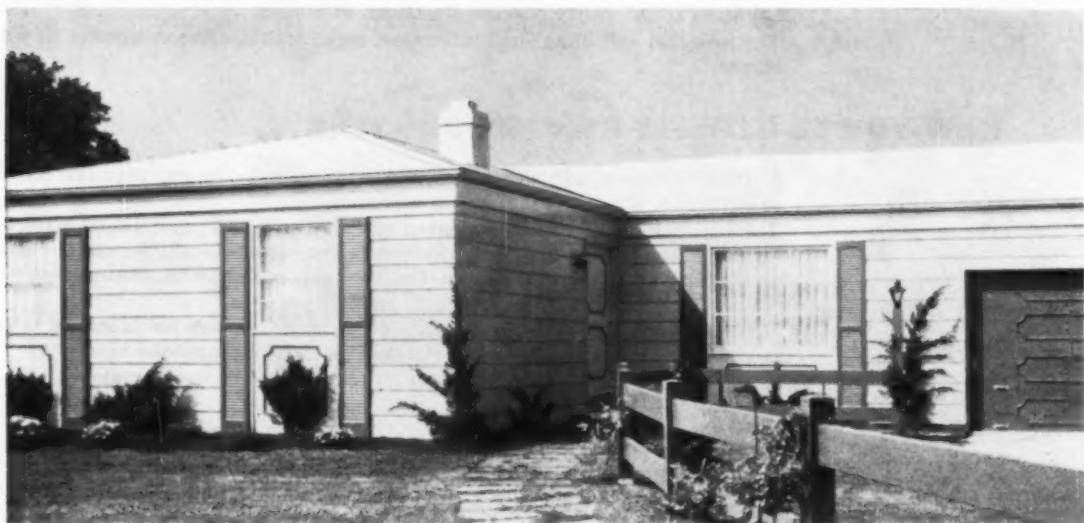
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PORLAND CEMENT ASSOCIATION A national organization to improve and extend the uses of concrete



Steel-framed prefab has twelve different plans

Twelve different plans and three stylings featured in new steel-framed prefab. Home uses 24' and 28' free-span truss systems. Circle No. J182 on reply card, p. 119

eliminates need for load-bearing partitions. Exterior walls employ a four-foot modular panel. All plans contain 1,260 sq. ft. of living space including three bedrooms, two baths. For basement, crawl space, slab.—U. S. Steel Home, Booth Nos. 269-270.

More prefab plans and building



Low-cost home is offered in five styles

Designed to sell in the \$10,000 range (including land). "Mata dor" prefab is available in colonial, ranch, French provincial, Circle No. J183 on reply card, p. 119

contemporary and swiss chalet styles. Home has standard 2x4 framing, double wall construction with impregnated sheathing and corner bracing. Plan offers 1,000 sq. ft. of living space with three bedrooms, one bath.—Inland Homes Corp., Booth No. 1000.



Laminated wood arch dramatizes commercial building

Entrance to this medical-dental clinic in Pasco, Wash., is a 61' 2" laminated wood arch. Sections measure 7" x 19 1/2", are laminated with waterproof phenol resorcinol glue. Span was not designed for structural purposes, but to serve as a dramatic entrance for commercial building. Lamination process permits many designs.—Rilco Laminated Products Div., Booth Nos. 303-307.

Circle No. J184 on reply card, p. 119

Entrance to this medical-dental clinic in Pasco, Wash., is a 61' 2" laminated wood arch. Sections measure 7" x 19 1/2", are laminated with waterproof phenol resorcinol glue. Span was not designed for structural purposes, but to serve as a dramatic entrance for commercial building. Lamination process permits many designs.—Rilco Laminated Products Div., Booth Nos. 303-307.

Circle No. J184 on reply card, p. 119

"extras" offered for '61 market

Clock is compact

Built-in wall clock measures 6" in diameter. Movement is compact, can fit into small outlet box. Cuts down on extensive remodeling. Comes in black, brass with silvered dial.—R & H Guarantee Products, Booth No. 997.

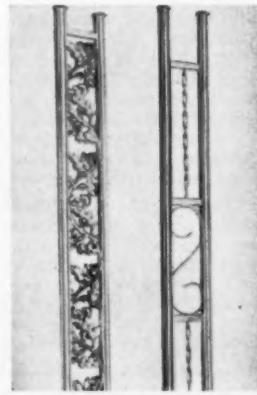
Circle No. J185 on reply card, p. 119



Goes into corner

Open-end "Harthside" fireplace fits into corner, requires no mortar or masonry for installation. For floor-level or raised hearth, has left or right corner opening. Firebox is ceramic, dome is steel-alloy.—Majestic Co., Booth Nos. 267-268, 849.

Circle No. J186 on reply card, p. 119



Columns add style

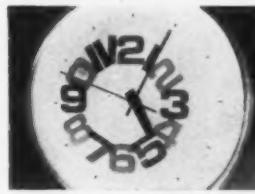
Ornamental iron columns add style to home design. Called 25 flat-26 corner, 35 flat-36 corner, units are processed for strength and long life. Columns adjust 6" to 8", 4" to 8", respectively, load for flat is 2,000 lbs.—Versa Products Co., Booth No. 901.

Circle No. J187 on reply card, p. 119

House from Canada

Two-story house shows latest techniques used in Canadian homebuilding. Featured are many new construction methods. House was designed by Canadian Exhibition Commission—Canadian Dept. of Trade & Commerce, Booth No. 473.

Circle No. J188 on reply card, p. 119



Framed in walnut

Clock has oil-finished walnut hoop framing face of clear plexiglas. Numerals are oversize and screen-printed in three colors. Movement is electric, body is 13" in diameter. Clock retails at \$40.—Howard Miller Clock Co., Booth No. 971.

Circle No. J189 on reply card, p. 119



Aids home buyer

"Idea Center" helps buyer and building materials dealer combine ideas on new homes or home improvement. Contains plans, information, renderings. Better Homes & Gardens—National Plan Service, Inc., Booth Nos. 510-511.

Circle No. J190 on reply card, p. 119

PRODUCT PREVIEW



Your plans are sketched in color

From your plans or sketches, QA Architectural Arts will prepare full-color renderings of your houses or any other building project your firm is working on. Specially trained artists turn out the "Direkton" color prints, made only by QA. Included is

Circle No. J191 on reply card, p. 119



\$14,000 to \$30,000

Celebrity Series features three basic prefabricated models from 1,000 sq. ft. to 1,982 sq. ft. (shown here). These three-bedroom, two-bath plans are designed for brick, native stone or cedar—*Thru-Bilt Products, Inc.*, Booth No. 947.

Circle No. J192 on reply card, p. 119



Cleans up quietly

Central vacuum system has its blow action exhaust and motor outside. Doesn't recirculate air and dust. Quiet operation does not interfere with telephone, hi-fi. System has fewer parts.—*Central Vacuum Corp.*, Booth No. J194.

Circle No. J193 on reply card, p. 119

the proper geographical setting for the building. Color print duplications in a smaller size can also be provided. Perfect for use in home sales kits, in office displays or for advertising purposes.—*QA Architectural Arts, Inc.*, Booth No. 458.

New style prefabs

Two new manufactured homes are introduced for 1961. The Imperial is a 900-sq. ft. ranch type. The Bismarck is a 1,500-sq. ft. English basement house. Delivered on crane truck with operator.—*Mid-America Homes, Inc.*, Booth No. 932.

Circle No. J194 on reply card, p. 119



Square speeds up figuring

Here's a newly developed framing square designed by an experienced carpenter. Of high quality steel, it's ground accurate, slotted with numbered pitches, has scale reading from "on center" line.—*L. F. Garlinghouse Co.*, Booth No. 957.

Circle No. J195 on reply card, p. 119

Tile pool prefabricated

Ceramic tile pool is prefabricated for lower cost installation. Makes possible an all-ceramic pool for under \$3,500. Tile is embedded in fiber glass. Requires minimum time to install.—*Colonial Pool Corp.*, Booth No. 711.

Circle No. J196 on reply card, p. 119



Does heavier work

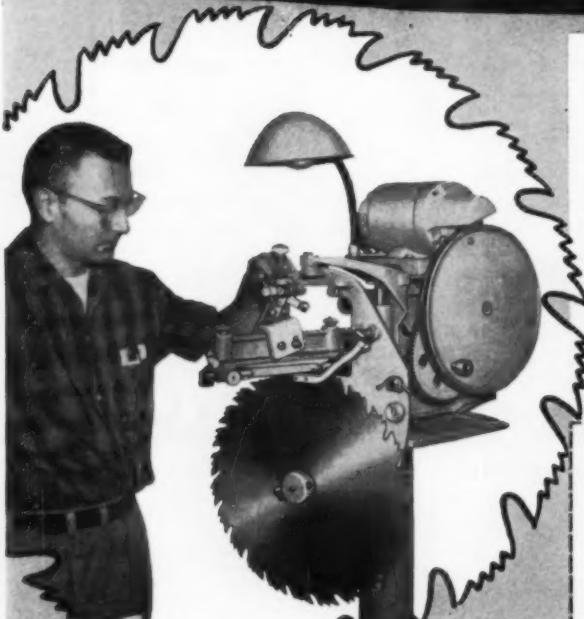
Senior beam clamp is designed for heavy-duty installations of conduit to beamwork. Has one-piece channel construction for added strength, and cup-tip screw that is hexagon headed and slotted. Three taps for greater versatility.—*Paine Co.*, Booth No. J199 on reply card, p. 119

Serviceable as metal

"Delrin" acetal resin, a new plastic material, is a highly crystalline, stable form of polymerized formaldehyde. Has metal-like mechanical properties, such as strength and rigidity.—*DuPont Engineering Materials, Inc.*, Booth Nos. 251-252.

Circle No. J197 on reply card, p. 119

COMBINATION SAWS can now be filed automatically with the New Model 200 FOLEY Automatic SAW FILER



This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

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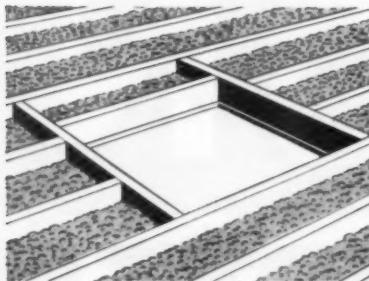
Cool your homes at low cost

Today's home buyers are demanding cool comfort . . . and an R&M-Hunter Package Attic Fan is the economical, efficient way to provide it. This modern ventilating fan installs in a breeze; then is ready to pull cool, refreshing breezes through the entire house day and night. Two speeds give ideal comfort in hot or warm weather. Operating costs are low, and trouble-free performance is backed by R&M-Hunter's 80 years in manufacturing electrical equipment.

FEATURES

- Two-speed motors on 24", 30" and 36" sizes. Single speed optional.
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- Heavy-duty motor, rubber mounted.
- Built-in thermal overload protection.
- Fan guaranteed 5 years; motor and shutter, 1 year.

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Step 3 Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing necessary.

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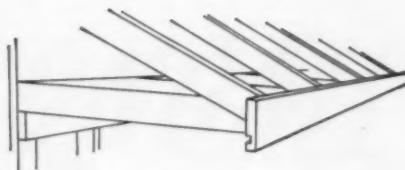
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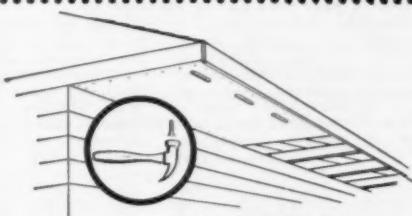
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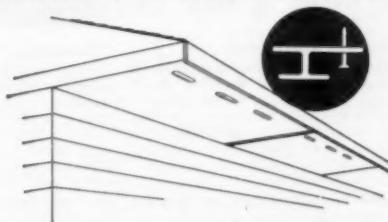
Here's how you save hours of on-site labor costs that can result in **savings** over **27%**



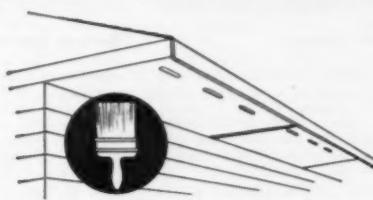
FRAMING: A simple method for providing needed soffit edge support is to rabbet the fascia board and nail a 1 x 4 against wall.



NAILING: Just nail soffit in place along edges and supports, as it is delivered to you cut-to-size, vented, screened and ready to install.



JOINING: Merely slip revolutionary self-supporting Upson aluminum 'H' molding over end of first panel. Now fit next panel into molding and repeat.



PAINTING: Apply finish house paint as soffits are factory primed with high-grade white primer. And there you are. • Your complete Upson Soffit System is installed in record time... money saving time.

Remember, too, that this Soffit System is Upson quality throughout. Absolutely no raised grain, cracking, splitting or checking. Waterproofed, of course. The materials are the finest. And so is our technical staff who is anxious to consult with you on your specific needs. Phone, wire or write The Upson Company, Upson Point, Lockport, New York.

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Immediate delivery from stock.
12', 16', 24', 32', 36', 48" widths—
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Please send me the FREE illustrated brochure about the time-saving, money-saving Upson Soffit System and related Upson products.

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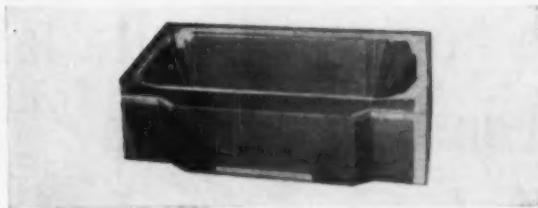
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PRODUCT PREVIEW



Protects your tubs during construction

Corrugated cover for tub can be installed or removed in five minutes. It's made of thick corrugated boxboard with an exclusively processed water-repellent top liner. Cover molds to shape of your tubs, does a good job of resisting shocks, and

Circle No. J200 on reply card, p. 119

keeping the fixture clean on the house site and particularly during bathroom tiling. Comes in two pieces, weighs only four lbs. In standard or custom sizes. Selection of 14 plumbing fixture manufacturer sizes.—*Protectub, Inc.*, Both No. 31.

Lightens interiors

Patterned and transparent glass is used to partition, lighten interiors. Dark corners brighten with glass-backed shelving. Pattern glass in one room can pick up light from another. Useful in garages.—*American-St. Gobain*, Booth No. 951.

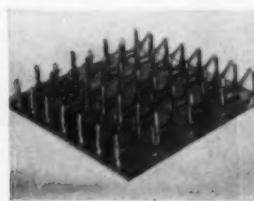
Circle No. J203 on reply card, p. 119



Opens door from car

An electronic opener for upward acting garage doors is controlled from the car dashboard. Turns lights on automatically. Portable transmitter may be used in multiple-car families; controls mount indoors.—*Delco Products Div., GM*, Booth Nos. 370-371.

Circle No. J204 on reply card, p. 119



Builds trusses

Connector plate is called "Titan Trussplate." Builds trusses with a minimum of equipment when large volume is not required. Need only a jig table; plates are applied with common nails. Diagrams supplied.—*Truss-O-matic*, Booth Nos. 1180-1181.

Circle No. J201 on reply card, p. 119



Built-in vacuum

One central cleaning unit cleans every room with wet and dry attachments. Will do everything from washing windows to dusting. Installed with flexible tubing, one power and separation unit. Four valves.—*My Maid Corp.*, Booth No. 262.

Circle No. J202 on reply card, p. 119

Paint pattern "built-in"

One-coat paint for walls and ceilings has its own pattern "built-in." Applied only with a spray, it's suitable for most surfaces: wallboard, cement, cinder block, wood, and over old paint. 18 colors.—*Plextone Corp. of America*, Booth Nos. 93-94.

Circle No. J204 on reply card, p. 119



"Telephone" your houses

The "well telephoned home" might have an "Interphone," a hands-free system for communicating within and outside the home; a bell chime for incoming calls; and a telephone answering device.—*American Telephone & Telegraph*, Booth No. 95.

Circle No. J205 on reply card, p. 119

Keep tabs on business

Graph sheets and how to use them . . . for plotting business statistics, sketching and drawing, surveying and mapping. Information all in a 92-page catalog on the subject. Guide to selection best suited to your uses.—*Keuffel & Esser Co.*

Circle No. J205 on reply card, p. 119

Doesn't catch soot

Prefab chimney has a concealed raincap and a stainless steel tank which collects and evaporates moisture at the top. Made of heavy-gauge steel with porcelain surface. Pipe has 1" insulation.—*Condensation Engineering Corp.*, Booth No. 374.

Circle No. J206 on reply card, p. 119

Circle No. J206 on reply card, p. 119

Sell the **magic** of automatic attic fan control



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ECONOMY VANGUARD

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\$8800
INCLUDING \$2000 LOT
PACKAGE PRICE \$2052

Inland Homes—leader in low cost housing—now launches the new Economy Vanguard designed to sell for \$8,800 including a \$2,000 lot. Truly, it's the house any family man earning \$300 a month can afford. Only \$56.68 a month plus taxes and insurance. The Economy Vanguard exceeds FHA Minimum Standards for Low Cost Housing. Will make any Sec. 203 (i) or low cost 203 (b) program successful. Look at all you get for \$2,052:

- 6 well designed Colonial and Ranch exteriors
- 36'-4" x 24'-4" with 3 bedrooms
- Cedar shales factory applied and double coursed
- Birch wood kitchen cabinets
- Closet closures on all bedroom closets
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- Exterior wall sections with doors and windows installed, architectural trim, gables, roof trusses and sheathing, roofing, hardware, interior partitions, interior trim, interior passage door assemblies, ceiling insulation, and much more!

MODEL HOME FINANCING AT NO COST!

We will supply complete construction financing for a Model Home in your subdivision at no cost. Plus a complete Furniture Package on easy monthly terms. Ask about Inland's nationwide "End Of The Rainbow" Contest, designed to increase open house traffic. Write, wire, or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-1, Piqua, Ohio.

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have a 90° opening sash
have concealed hinges
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have dovetailed joint construction
have patented unitized sill
have gold-tone hardware
have choice of regular or thermal insulating glass

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have flexible jamb-liner weatherstrip
have patented unitized sill
have removable sash
have jamb adjustors
have choice of regular or thermal insulating glass

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have removable sash
have concealed hinges
have removable glazing bead
have choice of operators
have gold-tone hardware
have choice of regular or thermal insulating glass



CARADCO, Inc.

Dubuque,
Iowa



PRODUCT PREVIEW



Filter saves on space

Rapid sand filter eliminates installation of loose rock, requires less make-up water. Only 28" high it saves space. Completely coated inside with epoxy finish. Comes with face pipe, dial valve.—*National Pool Equipment Co.*, Booth No. 1175.

Circle No. J209 on reply card, p. 119

Builder's home contest

"What Happens When a Builder Wins Best Home For The Money Award" is subject of visual presentation. Selections made on basis of working drawings, specs and materials lists.—*American Home Magazine*, Booth Nos. 918-919.

Circle No. J210 on reply card, p. 119

Select your houses

Six new prefabs added to home manufacturers line. Includes "Hillsdale," 1277 sq. ft., three-bedroom tri-level and "Challenger," 904 sq. ft. three bedroom house. Also "Crusader" for narrow or corner lot.—*West Coast Mills*, Booth No. 970.

Circle No. J211 on reply card, p. 119

New products home

Brand-name products are key feature of "House of Built-Ins." Built at Flossmoor, Ill., home attracted over 2,500 people on first showing. House will be announced at NAHB show and later erected elsewhere.—*Popular Mechanics*, Booth No. 905.

Circle No. J212 on reply card, p. 119

Motels are pre-built

Prebuilt motels are latest in prefabs. Sections are shipped direct to building site. Floors and walls are fully insulated, plumbing and electrical wiring are enclosed in walls. About \$3000 per room.—*John W. Tilton Industries, Inc.*, Booth No. 1204.

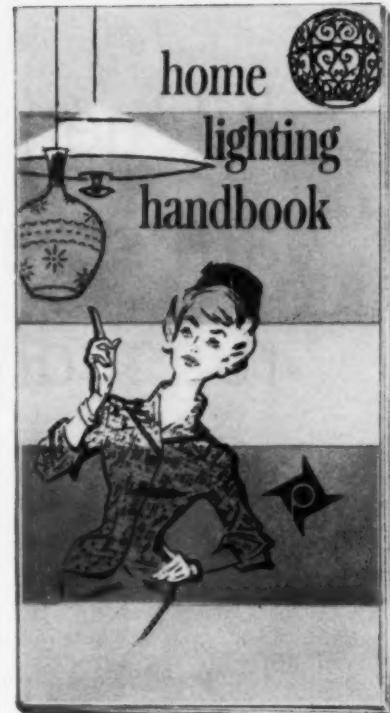
Circle No. J213 on reply card, p. 119



Make forming easier

Simplex will show a large selection of concrete forms for residential and light commercial construction. Easy to use, time-saving and cost-saving, forms offer a flexible approach to foundation work.—*Simplex Forms System, Inc.*, Booth No. 809.

Circle No. J214 on reply card, p. 119



36 illustrated pages of unusual treatments for
HOME LIGHTING

Home lighting, today, is a creative art—an art that Progress' HOME LIGHTING HANDBOOK helps any homeowner to master. An armchair excursion through its 36 colorfully illustrated pages fires the imagination with ideas for lovelier environment, even as it introduces the reader to the techniques of proper, delightful home lighting... Scores of inspired and novel lighting treatments—for every room, every corner of a home, indoors and outdoors. Those who use this HANDBOOK will discover that the art of lighting goes hand in hand with the art of living!



PROGRESS MANUFACTURING CO., INC.,
PHILADELPHIA 34, PENNA. WORLD'S LARGEST
MANUFACTURER OF RESIDENTIAL LIGHTING AND
RELATED ELECTRICAL PRODUCTS.

PROGRESS MFG. CO., INC., Phila. 34, Pa.
Please send me a FREE COPY of your new
HOME LIGHTING HANDBOOK.

Company _____

Address _____

City _____ Zone _____ State _____

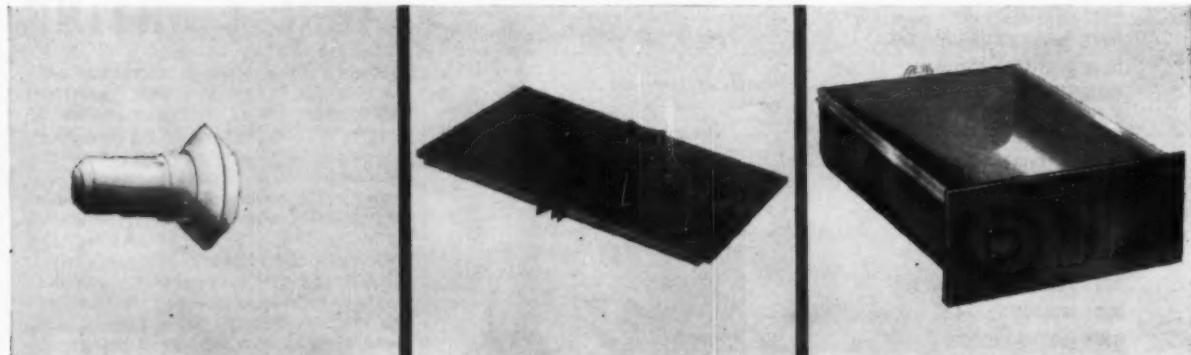
My Name _____

Kitchen Kompact Cabinets are smartly designed ruggedly constructed competitively priced



There is one full line of quality wood kitchen cabinets that has everything! Design, construction and price. It is Kitchen Kompact.

Kitchen Kompact cabinets are stocked nationally by 80 distributors in major cities for immediate service.



Nylon rollers provide stable drawer action. Tested 115,000 times without wear.

Select red birch applied to warp-resistance chipcore. Sturdily constructed for a lifetime of worry-free use.

Moulded drawer—no sharp edges to collect dirt or food. Concealed hand pulls.

WELL WORTH
SEEING
AT BOOTH 899-900
NAHB EXPOSITION



SEE THE KITCHEN KOMPACT INSERT
IN THE 1961 SWEETS
LIGHT CONSTRUCTION CATALOG



THE "BEST BIRCH" LINE
Kitchen Kompact INC.
JEFFERSONVILLE, INDIANA



Spark your model home promotions with PREWAY Bilt-Ins

Your point of sale is the model home . . . so give yourself the smart advantage of a Preway Bilt-In kitchen. Why show a "lack-luster" look with a commonplace name no different than your competitors, when you can offer a kitchen of stand-out individuality with Preway's glamorous look of luxury.

Does it SELL . . . this brand of special identity that separates you from the crowd. We have proof posi-

tive that it does. It will pay you as it has so many others to up-grade your merchandising perspective to Preway — the pioneer manufacturer of built-in appliances, design-matched and color-matched to spark your model home promotions. See Preway at the N.A.H.B. Show — Space 78-79-80-81 or write for the profitable facts.

PREWAY INC., 8118 Second Street, N., Wisconsin Rapids, Wisconsin



DUAL CONTROLLED BILT-IN REFRIGERATOR-FREEZER . . . Eye-level refrigerator section is **FULLY AUTOMATIC**, self-defrosting, frost-free, porcelain-lined. Roll-out shelf, tip-up shelves, slide-out crisper-drawers, room for full-gallon milk jugs, handy Door Storage. Below-zero freezer holds 156# — has spacious shelf, glide-out basket, Door Storage, 4 pop-up ice cube trays. Provincial Copper and Genuine Stainless Steel.

HANDSOME EVERCAIRE VENTILATING HOOD exhausts greasy, vapor-laden air efficiently, **QUIETLY** — provides floodlight visibility, quick, simple cleaning. For vertical or horizontal discharge . . . just one of five fully assembled Preway hoods requiring little or no cabinet space. In Provincial Copper and Genuine Stainless Steel — matching splash plates.

AUTOMATIC DISHWASHER with built-in drain pump. Capacity — 12 family size place settings. Choice of 2 washing cycles. Power washes, power rinses with super-hot water — then power dries. Dishes come sparkling bright and clean. Provincial Copper, Genuine Stainless Steel, White Enamel.

FULLY AUTOMATIC, CLOCK CONTROLLED WALLCHEF OVEN, Gas or Electric. Extra large capacity . . . self-basting rotisserie . . . new 140° low temperature control . . . automatic clock . . . Minute Minder. Many models to choose from. Provincial Copper, Genuine Stainless Steel, Decorator Enamels.

DELUXE COUNTERCHEF SURFACE UNIT, Gas or Electric. Convenient top control panel puts burner dials where they're easy to see, easy to set, safely out of children's reach. 4 burners, one **AUTOMATICALLY CONTROLLED** — all mounted on handy spill-over pans. Many models to choose from.

Since 1917 — Pioneer manufacturer of built-in appliances — refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods, dishwasher.

MEMBER BRAND NAMES FOUNDATION

See PREWAY at the N.A.H.B. Show —

SPACE
78, 79, 80, 81

Alside aluminum siding



easier to apply...sell...and maintain

Scratching your head about aluminum siding? Wondering if your crews can handle it... how costs compare with less durable materials... and, most important, how will it sell in your market? Last year thousands of builders asked these same questions and later were pleasantly surprised to find that houses they built with aluminum siding were more salable and more profitable.

You can cash in on the home buyer's demand for lasting maintenance-free beauty and economy by switching to aluminum in 1961. The question is not whether to use aluminum siding... but which one.

Alside, the world's largest manufacturer of aluminum building products, offers the most complete line of baked-enamel sidings

and related products for home exteriors. Alside saws like lumber, nails on quickly — requires no special skills or equipment to apply. An average 3-bedroom home can be covered and trimmed by two men in two days. Since it can be applied in any weather, costly delays are eliminated — you are ready for final inspection days earlier.

How much does it cost? Studies conducted in cities and towns all over the United States, with builders of all sizes, show Alside costs are no more than the "on the wall and painted" costs of wood siding or cedar shingles. In some areas they are even less.

Sooner or later you are going to build a home with aluminum, why not start today — with Alside!

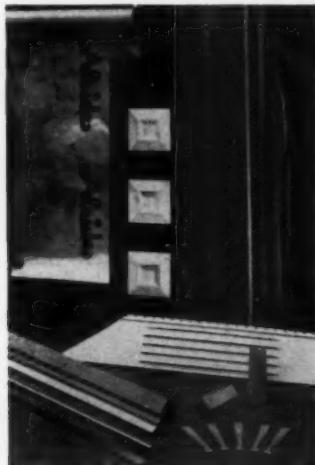


Write today for Illustrated Catalog... or visit Booth 802 and 803 at the N.A.H.B. Show

BETTER ALUMINUM PRODUCTS FOR BETTER LIVING... ALSIDE, INC., AKRON, OHIO



NEW 16" VERTICAL SIDING is a distinctive board and batten design, ideal for western ranch homes or contemporary styles. Available in 9 1/4" lengths for wall or gable applications. Patented joint is weather-tight — requires no caulking.

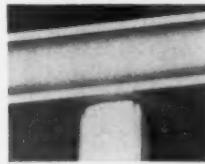


COLOR-MATCHED CUSTOM ACCESSORIES and TRIM — Alside manufactures and can supply builders with a complete line of accessory items such as ventilating louvers, starter strips, shutters, profile corners and window channels. Everything you will need to trim your homes with lasting aluminum beauty and protection.

4 BASIC STYLES — 14 DECORATOR COLORS provide builders with the widest choice of sidings available from any manufacturer. All panels are first formed, then electrostatically painted. This eliminates any chance of strain-fracture in the protective baked-on enamel coat — a common weakness in panels produced by the roller coating method.

Available with either a smooth satin finish or embossed surface.

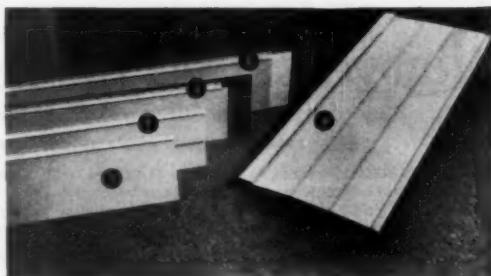
- 1 — 8" smooth or embossed lap siding
- 2 — double 4" lap siding
- 3 — 8" fibreboard insulated lap siding
- 4 — 8" STRATA-FOIL aluminum siding
- 5 — 16" vertical paneling (board and batten)



NEW COLOR-MATCHED GUTTERS and DOWNSPOUTS — Sturdy embossed aluminum downspouts and gutters in matching baked-on enamel finish — 14 colors provide the same lasting protection and beauty for the homes you build. Lightweight, they are easy to handle and install, will never rust out or stain other surfaces.



NEW ALUMINUM SOFFIT and FASCIA — The finishing touch for any home. Fast, easy to install. Designed for use with Aluminum siding but can also be used with wood, brick, and other materials. Available in 14 colors.





“IT SELLS HOMES”

Builders tell us:

“Quality in materials and workmanship is a prime home-selling point in today's market.”

Quality should start before construction—at the title to the land.

We have a “Secure Homes” program designed just for builders.
It sells homes.

Let us show you how it can help you sell, too.

Lawyers Title Insurance Corporation

Home Office ~ Richmond, Virginia

CAPITAL, SURPLUS AND RESERVES OVER \$21,000,000

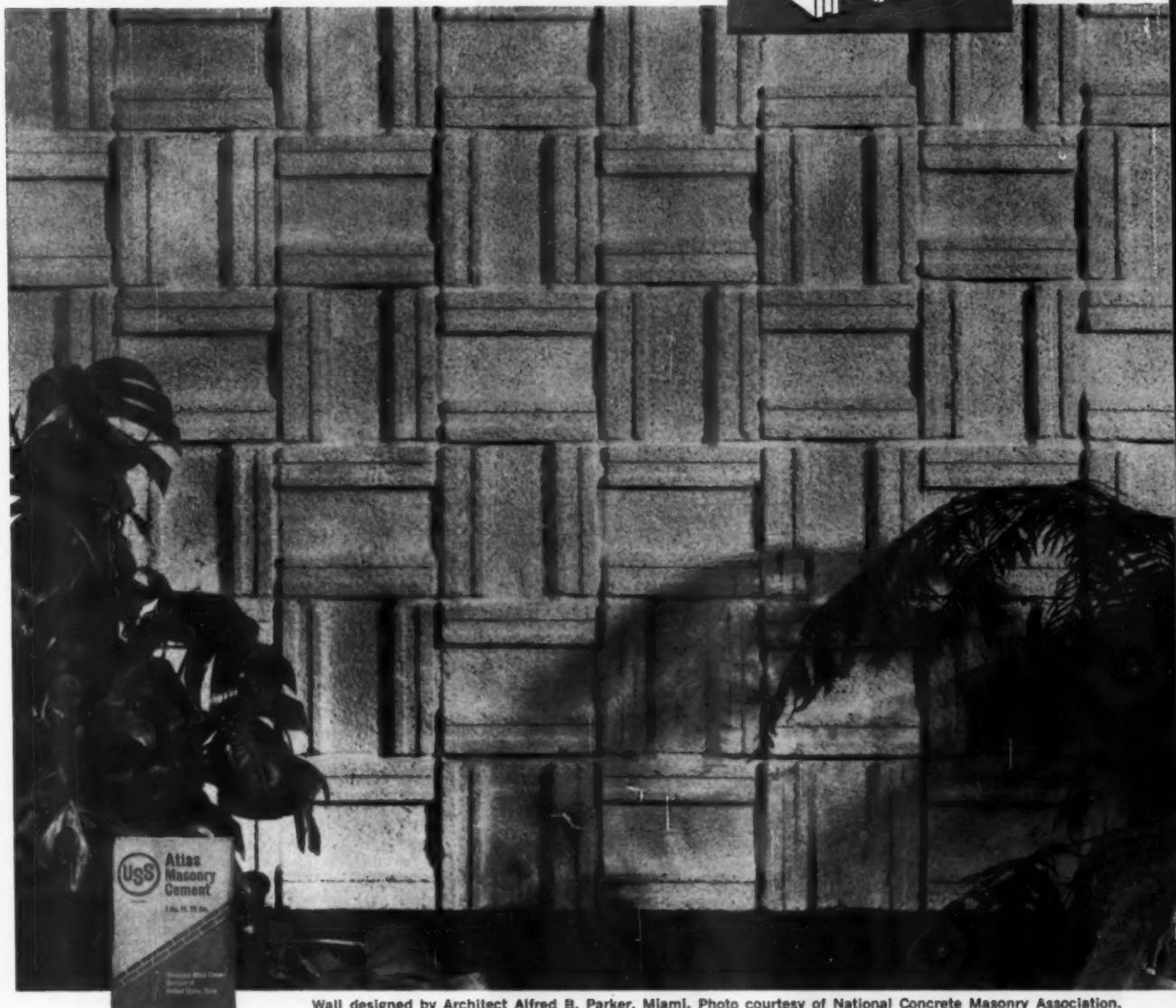
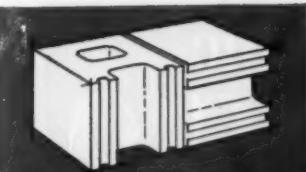
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1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.

► Great new things
are shaping up in concrete block



Wall designed by Architect Alfred B. Parker, Miami. Photo courtesy of National Concrete Masonry Association.

Atlas Masonry Cement provides the right mortar

A notable thing about the new look in concrete masonry is what is being done with standard block. Here, for instance, a closed-lattice effect is achieved by laying up "stretcher" type concrete block, so that the ends are exposed. This basket-weave pattern creates an interesting exposed masonry wall resembling hand-hewn stone. For laying up this block, or any concrete masonry unit, ATLAS MASONRY CEMENT continues to be the preferred cementing material in mortar. It produces a smooth, workable mix, provides a strong bond, gives weathertight joints that are uniform in color. And ATLAS MASONRY CEMENT complies fully with ASTM and Federal Specifications. For information on masonry cement write: Universal Atlas, Dept. M, 100 Park Avenue, New York 17, N. Y.



**Universal Atlas Cement
Division of
United States Steel**

M-81

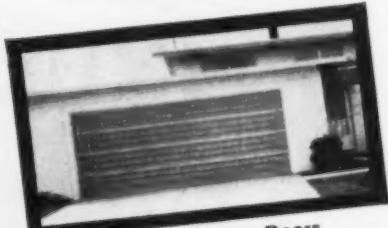
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the BIG 2 for Builders in 1961

RAYNOR

Raynor Garage Doors
and
BY-PASSING Screen Doors



Raynor Raynor Garage Doors

Featuring translucent fiberglass panels that combine with rugged, lightweight aluminum frame and heavy-duty galvanized hardware to assure a maintenance-free weatherite enclosure of lasting beauty.



Raynor By-Passing Screen Doors

The By-Passing Door, featuring a rugged aluminum frame covered with weatherproof fiberglass screening, transforms the garage into a cool summer family room.

**PRE-SELL YOUR HOMES in 1961
with the BIG 2 from RAYNOR**

See the BIG 2 on display at
Booth 604, N.A.H.B. Show
McCormick Place, Chicago, Illinois



RAYNOR MFG. CO.
Dixon, Illinois Hammonton, New Jersey

PRODUCT PREVIEW



Luxury within reason

Wood kitchens at reasonable cost is aim of this factory-built Regency line. Built of ash with walnut finish baked on. Cabinet doors are flush-type.—*Boro Wood Products*, Booth No. 162.

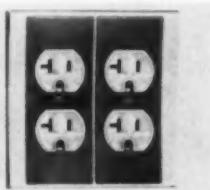
Circle No. J215 on reply card, p. 119



Each one different

Factory-finished wood cabinets help you avoid look-alike kitchens. Large variety of woods, finishes, and door designs offers maximum flexibility, even with same floor plan.—*Texhoma Cabinet Corp.*, Booth No. 883.

Circle No. J216 on reply card, p. 119



Feeds four appliances

Complete kitchen appliance center comes in one low-cost package. Provides up to 5,000 watts at 120 volts. Includes two-gang welded box, clamps, knockouts, decorator wall plates.—*General Electric, Wiring Device Dept.*, Booth Nos. 130-152.

Circle No. J217 on reply card, p. 119



Actually built in

"Town Home 24" gas range top is actually built in, not just fitted flush. Top is recessed below counter with chrome frame that fits counter tightly. Fits into 24" space, requires no separate base cabinet.—*Tennessee Stove*, Booth No. 504.

Circle No. J218 on reply card, p. 119

Base unit is modular

New modular style cabinet has base unit with two drawers and three sliding trays behind door. In 72", 84" and 96" sizes, with Formica top, double bowl sink and rim.—*Toledo Desk & Fixture Co.*, Booth Nos. 514-518, 579-580.

Circle No. J219 on reply card, p. 119
More kitchens, p. 216

Give them what they want at a price they're willing to pay!



**Gas and Electric Water Heaters
Gas and Oil-Fired Boilers
Gas Furnaces and Wall Heaters
Sealed Gas Wall Heaters
Gas Incinerators**

Sound impossible? Actually, it's easy and a sure way to increased sales and profits for you! First, your customers want "brand name" products such as Basmor-Little, pre-sold through national advertising.

Second, they want products which incorporate new features for top performance and dependability, plus decorator styling, to meet their modern family needs. Third, they want to pay a reasonable and fair price for these products.

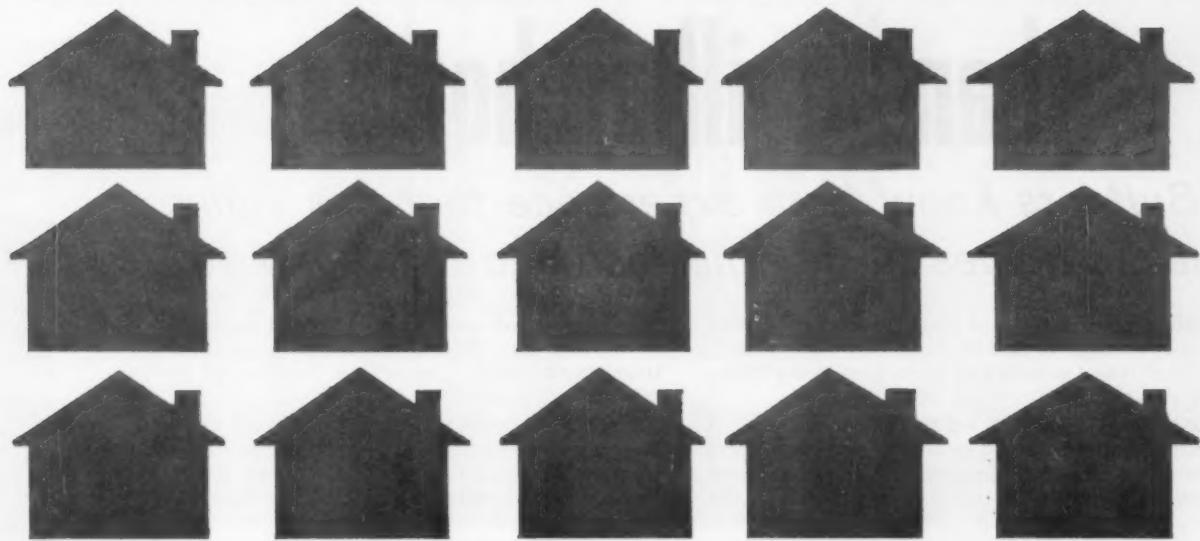
That's why more and more builders are building with Basmor-Little . . . heating and water heating equipment that gives their homes MORE SELL-POWER! How about you? See us at the NAHB Exposition, Chicago, Booths 46-47.



BASTIAN-MORLEY CO., INC.
LA PORTE, INDIANA
Branch Plants: San Rafael, California and
Pittsburg, Texas



SELL MORE HOMES THIS YEAR WITH



GM-DELCO'S TRIPLE SALES OFFENSIVE

1 A HOT, NEW GAS-FURNACE LINE

The new 1961 GM-Delco upflow models for perimeter, basement or closet applications come in units up to 190,000 BTU input capacity. For homes without basements, the GM-Delco Counterflow Model is ideal. And for compact situations, you can't top the GM-Delco Slim, Horizontal Gas Furnace. They all have the stamp of GM Reliability—your assurance of better performance and fewer "call-backs."

2 SOLID NATIONAL ADVERTISING THAT PRE-SELLS THE GM-DELCO NAME

Your prime home-buying prospects will be exposed to a broad schedule of national GM-Delco advertising, carefully designed to promote the GM-Delco brand name. This advertising makes the most of the inherent value in the General Motors name—and helps you sell homes. Buyers identify your GM-Delco installation in a model with quality.

3 A FLEXIBLE, LOCAL MERCHANDISING PACKAGE TO FIT YOUR MARKET

GM-Delco brings you a hot new merchandising package for maximum impact on your individual market. You can pick and choose from the best in billboard signs, local radio and TV scripts, 1000 and 500-line newspaper ads, brochures and tack-up signs for models. Pinpoint and apply features of this flexible GM-Delco program to your local sales objectives.

*The brand name
that identifies your
homes with Quality*

**GM Delco 365
CONDITIONAIR**

DELCO APPLIANCE DIVISION, GENERAL MOTORS CORPORATION, ROCHESTER 1, N.Y.

Insulite Primed Siding Performance Proved on more than $\frac{1}{4}$ million homes

*Builders know from experience that this siding
makes homes easier and faster to build and sell!*

Builders who have used Insulite Primed Siding know it's easier to handle, easier to work with—and that it saves time and money on every house they put up.

MOVES HOMES FAST. Homes made with Insulite Primed Siding have much more appeal to buyers. The deep shadow line, the absence of knots and splits, the extra smoothness of the

finish paint job means these homes move faster in almost any development. It gives you an important "extra" to sell: a lifetime of lower maintenance costs!

TRY IT YOURSELF. If you haven't yet used Insulite Primed Siding, plan for it on the next homes you start. You'll find out why the thousands of builders order and reorder.



CHOICE OF 3 DIFFERENT TYPES GIVES YOU DESIGN FLEXIBILITY Shown here is 4' x 8' plain vertical panel for board-and-batten construction.

Another choice is horizontal (lap) siding. It's 12" wide—gives exposure up to 10 $\frac{3}{4}$ inches. 8' and 16' lengths mean less handling, less waste.

Also available are 4' x 8' grooved vertical panels. Grooves are $\frac{1}{2}$ " wide and 8" apart. Has shiplapped long edge for hidden joints.



EASY TO HANDLE—EASY TO WORK Easy to saw, plane and nail—and saves carpenters' time because it works so easily. Straight lengths, full widths and square cut ends mean less waste and less application time.

It has no grain so will not split or splinter, warp or bow. Nails start and drive home fast. No need to drill holes or use special nails. Excellent dimensional stability—boards stay butted.

TAKES PAINT BEAUTIFULLY Insulite Primed Siding comes ready for fast, smooth on-the-job finish painting. Fully primed on face, edges, ends and back to save cost of prime coat. In laboratory moisture tests, it had the best blister resistance of any material tested—and these results have been backed up by on-the-home use since 1957.





Chicago builder Larry Mills of Laurance H. Mills & Son, Inc. says:

"Not a paint complaint in the four years I've used Insulite Siding."

Larry Mills is a builder of quality homes in the 26 to 30 thousand dollar range in the Chicago area. He was one of the first builders to use Insulite Primed Siding. He became sold on its value immediately, and has used it on almost all the homes his firm has built since 1957.

COMPLETELY PRIMED. Why is Insulite Primed Siding so resistant to paint blistering? The complete deep-prime coat which is applied at the factory is one reason. In fact new construction can stand for several rainy days without a finish coat—and there's no need to worry about Insulite Siding taking up water.

HAS NO STRUCTURAL GRAIN. And this rules out splits and knots where water can penetrate beneath the coats to cause paint blistering.

Still another reason why Insulite Primed Siding holds paint so well is the exclusive angle-cut "weather drip" edge which makes water run off the edge, rather than run back under the siding.

REMEMBER THIS: Resistance to paint blistering is only one of many good reasons why Larry Mills and thousands of other builders are using Insulite Primed Siding. Ask your dealer about this performance-proved siding. Or for special information, write Insulite, Minneapolis 2, Minnesota.

**Plant capacity
doubled for 1961**

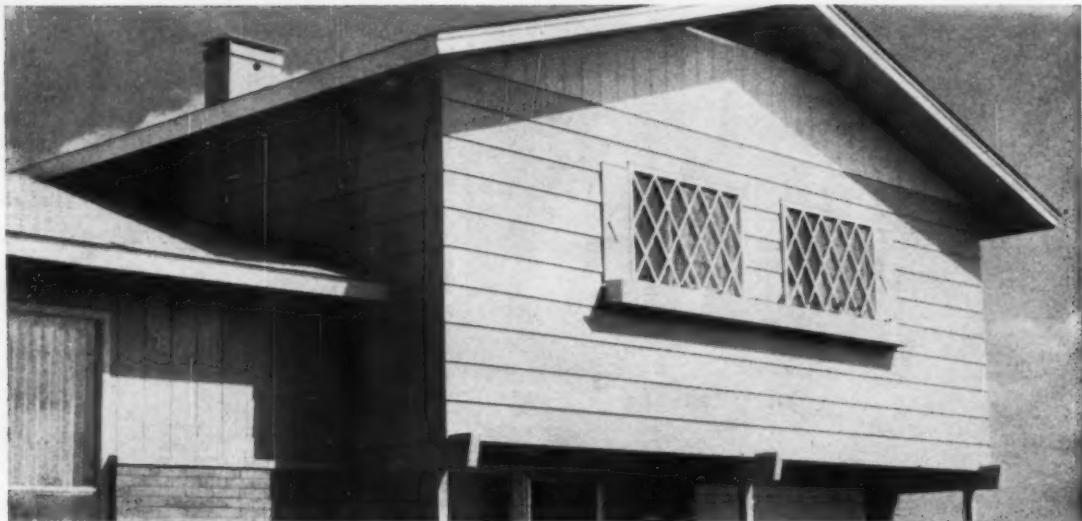
Now—for the first time since it was introduced in 1957—you can be sure of immediate delivery of Insulite Primed Siding. Plan to use this quality siding on all your 1961 home starts. Call your Insulite Dealer today.

Build better with

INSULITE[®] *Primed Siding*



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

**Wood fiber siding is shipped pre-primed**

Exterior siding is made from natural wood fibers, comes already prime coated. Material has no grain, knots or slivers, won't split. Circle No. J220 on reply card, p. 119.

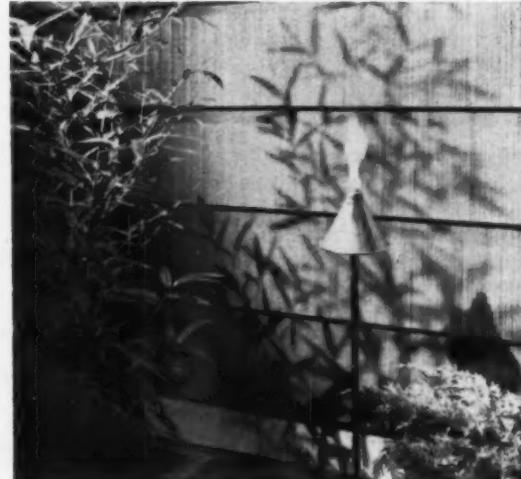
splinter or crack. Available in three types (1) horizontal (lap) siding forms weather drip (2) vertical grooved panels with ship-lap for concealed joints (3) plain panels for use in board-and-batten design.—*Insulite Div., Booth Nos. 351-352.*

Combination materials cut

**Sheathing, siding go up in one operation**

Two-in-one weather board combines sheathing and exterior siding. Panel has nine-ply laminated construction, is insulated and waterproofed, is made of wood fibers. Material eliminates corner bracing and building paper, comes factory primed. Panel size is 4'x8'x5 1/2".—*The Upson Company, Booth Nos. 28-29.*

Circle No. J221 on reply card, p. 119.

**Red cedar shake siding is lightweight**

Red cedar shake shingles are lightweight and easy to handle. All units carry "Certigroove" label. Siding shingles come in variety of ways: electronically glued, fixed to shingle undercourse or backer board. Some include shake nails. In natural finish, primed or colored.—*Red Cedar Shingle Bureau, Booth Nos. 276-277.*

Circle No. J222 on reply card, p. 119.



Straightness is main quality of new studding

New studding produced under auspices of Western Pine Association claims to be world's straightest. Finger-jointed spliced members are being used for studs, headers, trimmers, plates, other items on FHA-insured projects. All are pro-

duced under association's quality control program. Key ingredient is wood-welding glues used in seasoned wood. Tests point up strength as well as straightness as factors in use in construction.—Western Pine Assn., Booth Nos. 298-299.

Circle No. J223 on reply card, p. 119



Terne roof will last 100 years

Ohio development house, the "3D" Triangle Home has a roof that will last over 100 years, almost maintenance free. Bermuda roof is made of terne—an alloy of lead and tin on base of sheet steel. Seamless terne is illustrated in horizontal-seam

construction which creates a pattern coordinated with the geometric shape of the house. House features maximum utilization of space and distinctive features such as a beamed ceiling.—Follansbee Steel Corp., Booth Nos. 109-110.

Circle No. J226 on reply card, p. 119



Metal shutters go up fast

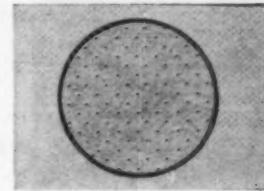
All-metal shutters for wood or masonry construction can be installed without preparation on the house. Fastens quickly with four screws. Suit all types of construction. Bonderized finish is ready to paint.—Addison Products Co., Booth No. 904.

Circle No. J224 on reply card, p. 119



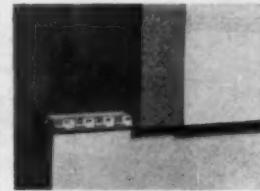
Has thermal efficiency

This fiber glass insulation is uniform in thickness, has high thermal efficiency. Its ruggedness assures permanence and ease of installation. Comes plain or with kraft aluminum foil vapor barrier facings.—Gustin-Bacon Mfg. Co., Booth No. 612. Circle No. J225 on reply card, p. 119



Speeds plastering

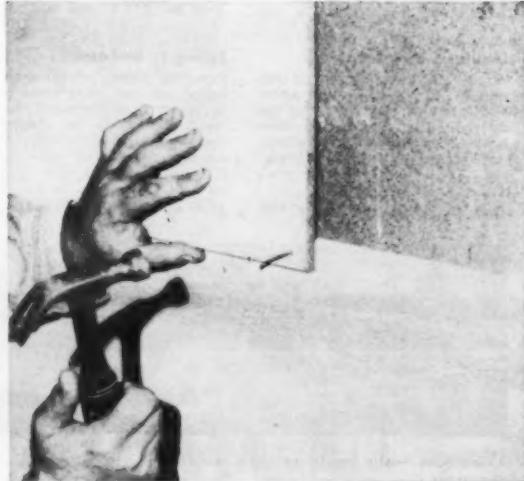
"Pinkolath" gypsum lath is designed for machine application of plaster. Pin-holed into core for greater absorption; has greater impact resistance. Allows full thickness of base coat in one application.—Bestwall Gypsum Co., Booth No. 26. Circle No. J227 on reply card, p. 119



Siding is prepunched

New aluminum clapboard siding has prepunched nailing tabs. Available with or without insulation board backer. Thermosetting acrylic enamel finish is easy to clean, assures long wear and color stability.—Lyf-Alum, Inc., Booth No. 848. Circle No. J228 on reply card, p. 119

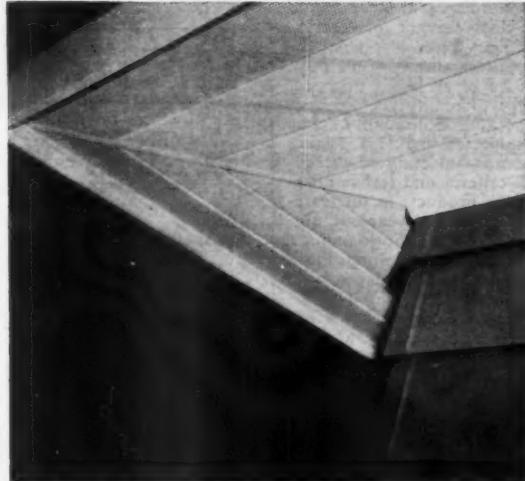
finish costs, go up faster



New siding has distinctive shadow line

Thicker courses of "X" siding cast distinctive shadow lines. Overlap is 1" or 1½", leaves exposure of 10½" or 11". Each unit measures 16'x12" x ½". Boards go up quickly by use of top and bottom edge guide lines. Carpenter (above) installs siding with rust-proof nail with self-sealing head.—Masonite, Booth No. 272.

Circle No. J229 on reply card, p. 119



Aluminum soffit has baked enamel finish

Called "V" Alum Soffit Supreme, material is heavy gauge, requires no further maintenance or finishing unless desired. Has modular design, measures 6"x8", requires minimum cutting on the job. Enamel-finished aluminum soffit has no exposed nailing.—National Rolltex Corp., Booth Nos. 889-890.

Circle No. J230 on reply card, p. 119

TOPS IN QUALITY and ECONOMY



SONOCO
SONOAIRDUCT®
FIBRE DUCT

Cherry Point
Cathart Project—
Billings General
Contractors:
H. O. Cable
Construction
Contractors
Heating Contractors
E. L. Scott
Roofing Company

Low first cost, faster installation, highest quality—you get all three when you use F.H.A.-permitted SONOAIRDUCT Fibre Duct for slab perimeter heating, cooling, or combination systems.

SONOAIRDUCT handles easily, levels and joins quickly . . . saving time and labor on the job. Long lengths mean fewer joints to make, and there are no sharp cutting edges to worry about. Every piece is usable, because SONOAIRDUCT won't chip, crack, or break when dropped.

Highest quality is assured, too, because SONOAIRDUCT has been subjected to F.H.A. testing procedures—meeting or exceeding all criteria and test requirements for products in this category. Year in and year out, aluminum foil-lined SONOAIRDUCT is America's best selling Fibre Duct—proof of its dependable performance.

Order SONOAIRDUCT Fibre Duct in 23 sizes, 2" to 36" I.D., in standard 18' lengths—special sizes to order. Can be sawed.

See our catalog in Sweet's,
or write for complete information to

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Construction Products

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4840

PRODUCT PREVIEW



Use specially outdoors

Designed specifically for overhead uses outdoors. Translucent fiber glass panel requires minimum pitch, assures improved drainage by means of wide channels between panels. Line also contains the Alsynite-developed ingredient Filtron 25,

Circle No. J231 on reply card, p. 119

which controls light and heat penetration, and Superglaze, which gives lasting protection. Colors: lime, sand, green, yellow, blue, pink and white. Cut or drill with hand tools.—*Alsynite Div., Reichhold Chemicals, Inc., Booth No. 154.*



Film stops moisture

"Visqueen" polyethylene film gives better vapor barrier protection. Strong and lightweight, it also provides dust and draft shield. Complete application will increase home's "hidden value."—*Fisking Co., Div. Union Carbide, Booth 779.*

Circle No. J234 on reply card, p. 119

Insulates all masonry

Water-repellent masonry fill insulates both concrete block and brick cavity walls. Provides double insulation efficiency for many types of masonry walls. Free-flowing granular properties make it easy to use.—*Zonolite Co., Booth No. 395.*

Circle No. J232 on reply card, p. 119

New shapes in concrete

Swimming pool curves out from house, with concrete platform in between for eating and lounging. Arc of concrete separates shallow area for children. Concrete is integrally colored to harmonize.—*Portland Cement Assn., Booth No. 713.*

Circle No. J235 on reply card, p. 119

Lumber costs less

"Utility" grade lumber is designed for construction where both strength and low cost are desired. Used for solid roof boards, flat roof joists, plates, studs, rafters, subfloor, bridging.—*West Coast Lumbermen's Assn., Booth Nos. 296-297.*

Circle No. J233 on reply card, p. 119

Siding is embossed

Paneling and clapboard in baked enamel aluminum come in smooth or embossed finish. Available also in laminated backerboard, guttering and downspouts, fascia, soffit materials, shutters.—*Crown Aluminum Industries, Booth No. 1153.*

Circle No. J236 on reply card, p. 119



Aluminum walls made to take windows

TM aluminum panel wall components are designed to make work on light commercial construction easier. Units will allow installation of structural window units and door frames quickly and easily into the wall. Finished wall is obtained at low

Circle No. J237 on reply card, p. 119

announcing a
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ALUMINUM SIDING and VERTICAL PANELING

*Learn about it at Booth #1155
NAHB Show*



Every day more and more builders build with Crown Baked Enamel Aluminum Siding . . . and for several sound reasons:

1. Crown gives you more to talk about to sell homes faster.
2. Crown offers a complete line: Aluminum Siding, both Horizontal and Vertical, plus Baked Enamel Aluminum Gutters and Downspouts, Shutters and Soffits.
3. Crown's Wide Distributor-Dealer Distribution provides immediate delivery when you need it.
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Newark, New Jersey, 27 Austin St., BI 2-3311
Cleveland, Ohio, 3224 Prospect Ave., EN 1-8170
Indianapolis, Ind., 641 S. Harding St., ME 9-5401
Roxboro, North Carolina, P.O. Box 517, Roxboro 8-3202

CROWN ALUMINUM INDUSTRIES CORP.
5820 CENTRE AVE. • PITTSBURGH, PA.

CROWN IS ON THE MOVE...BETTER MOVE TO CROWN



HOUSEWIVES appreciated having the washer and dryer in the bathroom. Stacked as shown, the Westinghouse Space-Mates fit in a space only 25 inches wide. A removable panel in a closet provided access for servicing.



THE UNDERCOUNTER DISHWASHER guarantees spotlessly clean dishes, because it heats its own water to a sanitizing 140 degrees. Choose 'N' Change front panels give a wide choice of decorative effects.

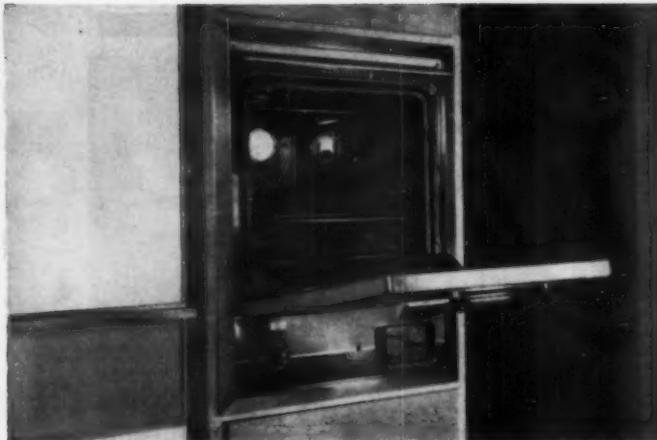
Leading Massachusetts developer says:

"ONE-CONTACT BUYING SOLD WESTINGHOUSE RESIDENTIAL



MR. ADELARD ST. ANDRE, the builder, is shown here in front of the first model home. It was built to prove that electrical heating is practical in a cold area like Massachusetts. The slight additional cost for equipment and power, compared to the cost

of oil and bottled gas, was no obstacle to prospective buyers. They snapped up six homes on opening day. Within three months all 28 homes in the development were sold!



THE POPULAR Built-in Oven attracted lots of attention. Only 17 inches, it nevertheless handles big meals. The unit slides easily into place, has only one simple electrical connection to be made.



LIKE THE OVEN, this 4-unit Range Platform goes into place in a jiffy. It drops snugly into the counter top without special fasteners. The Remote Control Panel and lift-out Corox® Units mean extra convenience in cooking and cleaning.

US ON THE NEW MARKETING PROGRAM"

It's Mr. Adelard St. Andre, president of Mount View Corporation, South Hadley, Massachusetts, speaking. "Like every builder, we want to cut costs. So we tried the Westinghouse Residential Marketing Program at our Bachelor Knolls development in Granby. It worked out just the way we hoped." Yes, Mr. St. Andre got everything he needed—appliances and heating equipment—with one contact. Deliveries were fast, complete, and *on time!* And Westinghouse really pitched in to attract prospects! Six homes were sold on opening day alone. All 28 were gone in three months! Now the Mount View Corporation is planning a big 140-acre development at South Hadley, with 225 Westinghouse Total Electric Homes! See what the Westinghouse Residential Marketing Program gives you:

1. One source of supply . . . a complete line of quality home products.

HEATING AND AIR CONDITIONING: Baseboard electric heating; heat pumps; central air conditioning and heating systems • **WIRING DEVICES:** Load centers; outlets, receptacles, switches; plus the popular Westinghouse Automatic Appliance Center • **ELECTRICAL APPLIANCES:** Built-in ovens and range platforms; water heaters; dishwashers; food waste disposers; refrigerators; freezers; Laundromat® washers; dryers; combination washer-dryers; room air conditioners • **MICARTA:** Counter tops and vanities, and Micarta wall-building products • **KITCHEN CABINETS:** Wall and base units in de luxe Heirloom Maple finish • **APARTMENT ELEVATORS.**

2. One point of contact . . . Residential sales managers in 54 principal markets responsible for full line marketing.

3. One coordinated merchandising plan . . . tailored to sell houses in volume—traffic-building advertising, promotion aid, selling ideas, product training, and publicity assistance.

Learn how the Westinghouse Residential Marketing Program can save you time and money . . . make building more profitable. Call your Westinghouse Major Appliance Distributor today. Or write Westinghouse Electric Corporation, Pittsburgh 22, Pennsylvania, for free booklet "New Direction in New Profit for Builders."

You can be sure . . . if it's

Westinghouse



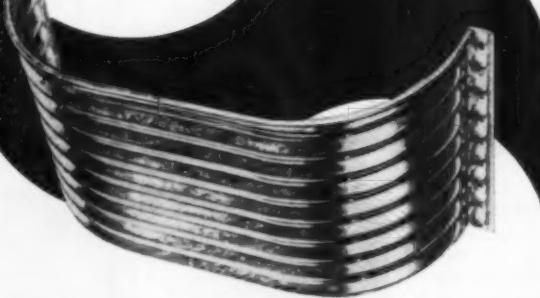
EASILY built in, the big Refrigerator-Freezer was pushed into place before the trim kit was installed. 90-degree door opening within cabinet width saved valuable floor space.



THE BIGGEST ATTRACTION was the electric baseboard heating. Every Bachelor Knolls home was a Westinghouse Total Electric Gold Medallion Home. Electric heating assured maintained resale value through the years.

SPC deep CORRUGATED® Lux-Right AREAWALLS

The Original and Best



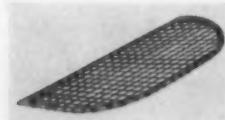
You guarantee it. We back you up. SPC does its own deep corrugation for greater strength. SPC adds roll top edges for complete safety. SPC heavy galvanizing protects against rust and corrosion. That's why SPC sets the pace in areawalls.

You can Sell our Products with Confidence . . . meet and beat all competition.

All standard sizes and styles or special sizes made to order for any installation. Three grades to choose from:

1. Imperial Lux-Right, the finest areawall made
2. Economy Lux-Right, the general use leader
3. Thrif-T, lower in price but made to last

SPC Areawall Guard



Universally adaptable for most makes of areawalls. Installs in seconds. Constructed of heavy cross weave steel wire on a frame of rolled bar steel. Hot dipped zinc coated after fabrication to insure freedom from rust and corrosion. Cross weave construction prevents loss of light yet easily supports the weight of running children, adults, and power lawn mowers. Keeps out paper, leaves and other debris from window wells.

Write for full information on Areawalls and Guards

Saint Paul Corrugating Co.

South End Wabasha Bridge, St. Paul 7, Minnesota

PRODUCT PREVIEW



Board and batten in aluminum siding

New 16" wide vertical aluminum paneling has been introduced in traditional board and batten design. Has a distinctive double rib effect. Can be applied over — wood, stucco, shingle, brick and concrete block—by a conventional inter-

locking system. Designed to appeal to both homeowners and builders, its baked enamel finish comes in 14 colors, including Winthrop red, white and new charcoal grey. Other siding products.—*Alside, Inc.*, Booth Nos. 802-803.

Circle No. J238 on reply card, p. 119

Plywood saves building costs

Plywood siding of $\frac{1}{4}$ " thickness, when nailed directly to studs, is stronger, more rigid than diagonally sheathed wall. Large sheets go up fast, save labor. Eliminates corner bracing, building paper.—*U.S. Plywood Corp.*, Booth Nos. 314-317.

Circle No. J239 on reply card, p. 119

Provides paint surface

Crezon is a medium density fiber overlay for plywood. Provides a paint surface for outdoor grades of plywood that will make it weatherproof, prevent cracking and grain rise.—*Crown Zellerbach Corp.*, *Crezon Sales*, Booth Nos. 909-910.

Circle No. J243 on reply card, p. 119

Bends to conform

Asbestos-cement structural sheet, "Kamwall" can be bent into circle 18" in diameter. Fireproof sheet can be cut with ordinary handsaw, nailed within $\frac{1}{4}$ " of edge. In $\frac{1}{4}$ ", $\frac{3}{16}$ ", $\frac{1}{8}$ " thickness.—*Keasbey & Mattison Co.*, Booth Nos. 870-871.

Circle No. J244 on reply card, p. 119

Stops condensation

Pipe covering of expanded polystyrene has been improved to stop heat gain and prevent condensation and dripping. Has a low "K" factor, is odorless and nontoxic. Compression strength is 16-20 lbs. per sq. in.—*United Cork Companies*, Booth No. 949.

Circle No. J245 on reply card, p. 119



Insulation flange is reversed

Reverse flange insulation is easily installed in wall panels from the outside, in floors from below. Flanges are formed by extensions of breather paper. Suited for insulating prefabricated walls.—*Owens-Corning Fiberglas Corp.*, Booth Nos. 117-119.

Circle No. J242 on reply card, p. 119



Do away with framing

Dylite panels are load bearing, do away with conventional framing. Made of two pieces of regular building material with a solid, plastic foam core of polystyrene. Have unusual insulation properties.—*Koppers Co., Inc.*, Booth Nos. 425-426.

Circle No. J246 on reply card, p. 119



**1 Shakertown
handsplit
cedar shakes**

ways to profit!

**2 Shakertown
cedar
shake panels**

**3 Silvara
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quarried stone**

Sell distinctive beauty...high quality...unparalleled performance

... AT LOWER APPLIED COST!

Here's how . . . specify Shakertown Cedar Shake Panels on your next start . . . they're pre-stained, pre-insulated and have a lower applied cost than any other siding material! Colored nails and Jiffy Corners eliminate costly finishing. Apply beautiful Silvara Natural Stone over any wood or block surface to create a custom look to the job. Silvara Stone goes on in half the time . . . and at half the cost . . . of full-cut stone. And distinctive Handsplit Shake Roofs last longer than any other type. Get all the facts before your next start.

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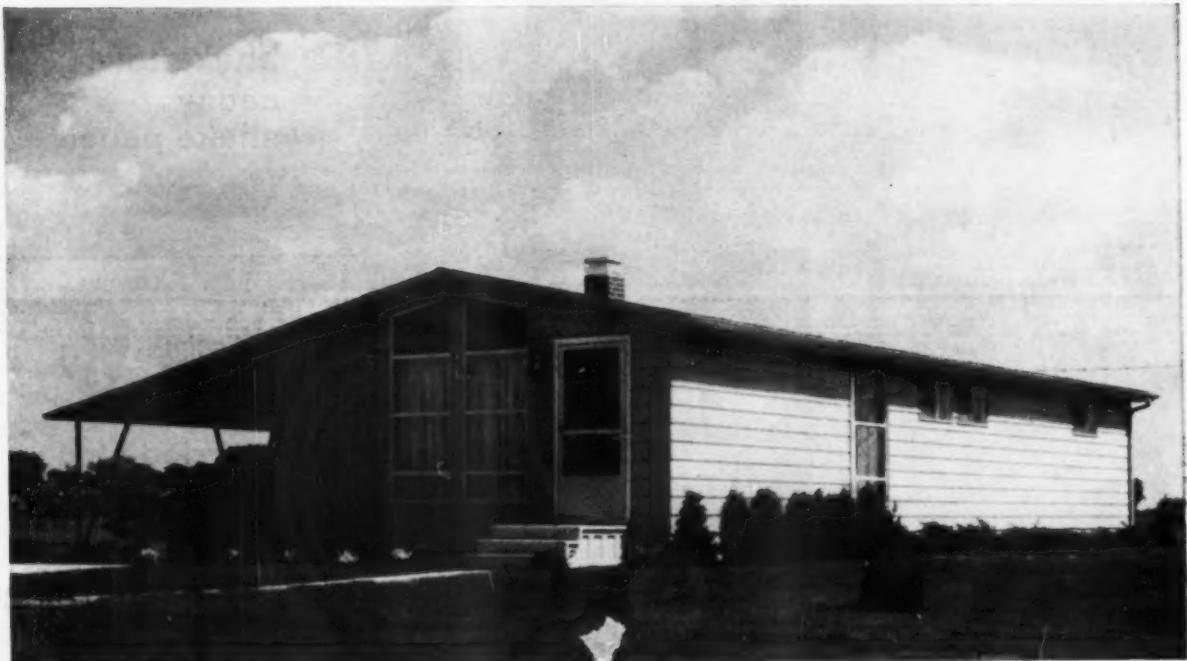
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1960-67

Announcing a unique new the "Starlighter" BY GUERDON INDUSTRIES, INC.



Guerdon Industries is proud to introduce the Starlighter, a revolutionary factory-built home that is completely equipped with wiring, plumbing and heating components plus built-in appliances. It is completely finished, both inside and out, before it reaches the site. The Starlighter is laid out with a design of clean simplicity to insure easy maintenance and hold production costs to a minimum.

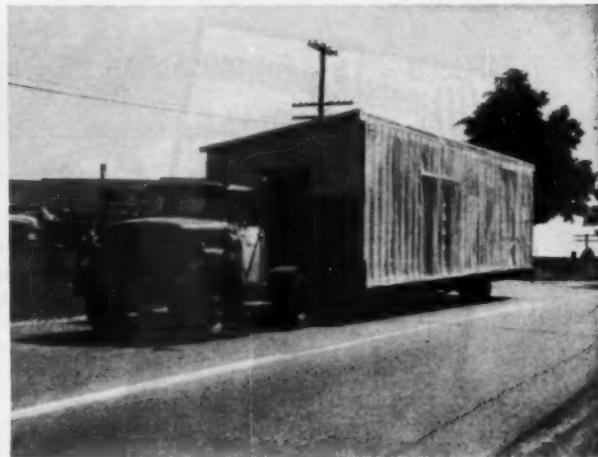
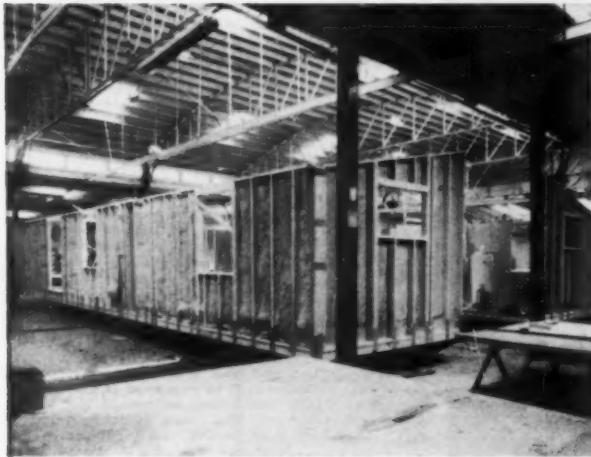


CONTEMPORARY STYLING — The spacious living room features tall, cathedral-type picture windows and an open ceiling with natural wood beams. The photographs above show one of several floor plans and exterior styles available.



house for builders and developers

The most complete packaged home on the market, easy to finish, low in cost and quality built for faster and easier sales!



FACTORY-BUILT PRECISION—The Starlighter is one of the first true assembly-line houses. It is built to the same exacting standards that have made possible modern automobiles, TV sets, refrigerators, etc. Because it is assembly-line built, the Starlighter has advantages no other house can offer such as volume purchases of materials and appliances at minimum cost.

FAST DELIVERY TO SITE—The Starlighter is shipped in two complete sections, each section designed for safe transportation by common carrier on trailer-type lowboys. Transportation costs are held to a minimum because of Guerdon's five centrally located plants across the nation. After reaching the site the Starlighter can be erected in less than two working days.

"Starlighter"

A COMPLETE FACTORY BUILT HOME BY
GUERDON
INDUSTRIES
INC.

MARLETTE, MICHIGAN

NEWTON, KANSAS • LAKE CITY, FLORIDA
BOISE, IDAHO • CORONA, CALIFORNIA



Guerdon Industries has published a color technical bulletin which completely describes the production, transportation and erection of the Starlighter. Included are specifications and all essential facts. All "Starlighter" Homes are manufactured in accordance with FHA Engineering Bulletin SE-279 and are eligible for consideration for FHA, VA and conventional insured mortgage loans.

Write today for Guerdon's Technical Bulletin for Builders, Contractors and Developers.

GUERDON INDUSTRIES, INC.
MARLETTE 3, MICHIGAN

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Helping the Nation's
 building industry to cut costs

PRODUCT PREVIEW



Fiber glass comes in 50' rolls

Continuous, cross-corrugated, fiber glass is called "Roloite." Reinforced plastic paneling comes in 50' rolls to speed installation of long skylights, awnings, fences. Rolls are 40" wide, in 5- and 8-oz. weights.—*Filon Plastics Corp.*, Booth No. 1173.

Circle No. J247 on reply card, p. 119

Panels are insulated

Colored panels for low-cost construction are made by fusing color to asbestos cement board. Fire-resistant, durable, washable. In three types: insulated, porcelain finish, or colored on both sides. Aqua, white, tan.—*Alliancewall, Inc.*, Booth Nos. 310-312.

Circle No. J248 on reply card, p. 119

Looks like marble

Insulation board ceiling tiles in two new patterns, a gold or silver swirl, suggesting marble, and a design of printed fissures, giving an etched effect. In $\frac{1}{2}$ " thickness, 12" x 12" only.—*Certain-Teed Products Corp.*, Booth No. 27.

Circle No. J249 on reply card, p. 119

Components save skilled labor

These precision-built components save you a large investment in expensive equipment and skilled labor. Save more than 25% of cost of doing your own prefabrication. Choice of floor, ceiling, roof, gable components.—*Homasote Co.*, Booth No. 271.

Circle No. J250 on reply card, p. 119

Siding lasts a "housetime"

Narrow clapboard siding of baked enamel aluminum eliminates painting and repairs during lifetime of house. "KoverLum" will not peel, chip or rot. Resists termites completely. More than 500 color combinations.—*U.S. Aluminum Siding*, Booth No. 987.

Circle No. J251 on reply card, p. 119

Prime coat is heavier

Tempered hardboard for exterior has a new, thicker prime coat that is hard and durable. Coating is a modern resin base material; will accept any finish for wood products.—*Weyerhaeuser Co.*, *Silvatek Div.*, Booth Nos. 101-107.

Circle No. J252 on reply card, p. 119



Light to work with

Panels of plastic urethane foam, with sheet metal inner and outer skins, are lighter and less expensive to ship. Also provide high strength, durability and resistance to impact; recommended for offices, hospitals.—*NOPCO Chemical Co.*, *Plastics Div.*

Circle No. J253 on reply card, p. 119

Modern
Maid

ONE PIECE BUILT-IN!

The New "Town House 24"

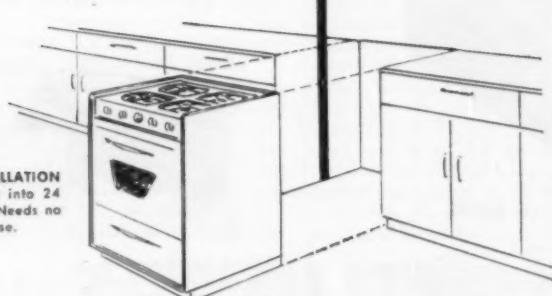
INTERCHANGEABLE GAS or ELECTRIC

SAVE up to \$117.50



Single connection.....	save up to \$25.00
No oven cabinet.....	save up to 45.00
No 24" base cabinet.....	save up to 20.00
24" counter top covering.....	save up to 20.00
No extra 110 volt outlet.....	save up to 7.50
Total.....	\$117.50

Here's a one piece built-in that slides into the space normally occupied by a 24" base cabinet. Chrome frame around range top adjustable for a tight fit over the counter top. Attractive chrome moulding forms frame around doors and protects finish on adjacent cabinets from heat whenever door is opened. Needs no separate base on which to be mounted. Four leg levelers make any correction for uneven floors. Available with matching sides if used at end of kitchen. Your choice of Modern Maid's matching colors or brushed chrome.



EASY INSTALLATION
Slides easily into 24
inch space. Needs no
separate base.

PLEASE SEND PRICES AND FOLDER ON THE 1961 LINE OF
MODERN MAID GAS AND ELECTRIC BUILT-INS AND AUTO-
MATIC DISHWASHERS IN MATCHING COLORS.

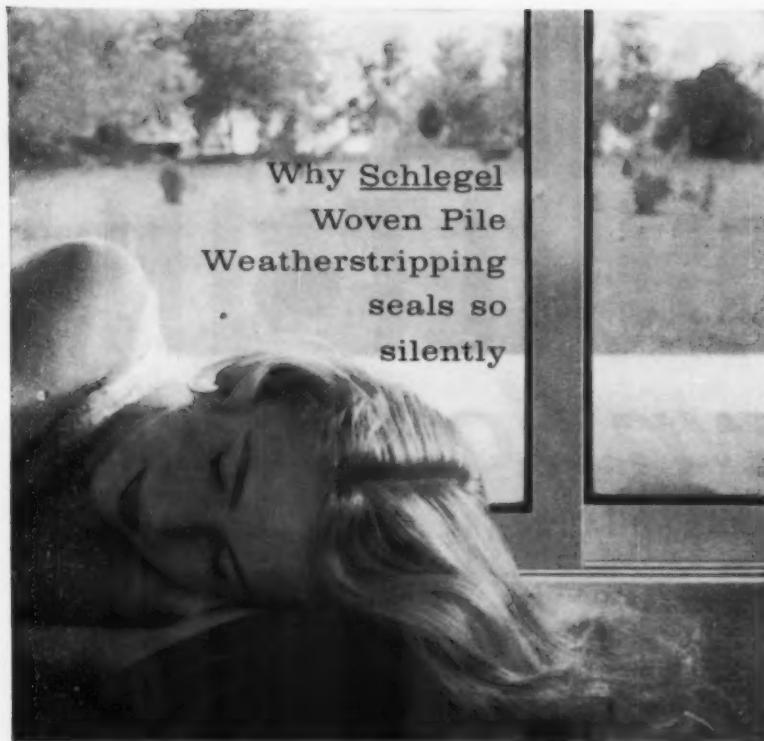
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**Why Schlegel
Woven Pile
Weatherstripping
seals so
silently**

For sheer soundlessness, nothing matches Schlegel Woven Pile Weatherstripping. Its dense, soft pile won't squeak (like plastic), screech or rasp (like metal). Windows and doors won't bang or rattle—even in a storm. Seals weather out, seals heat and conditioned air in.

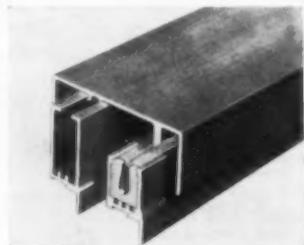
SMOOTH ACTION. Doors and windows ride smoothly on Schlegel Woven Pile Weatherstripping, under *all* weather conditions. They never stick or bind. Schlegel Woven Pile is friction-free.

GIVES SURE PROTECTION. Schlegel Woven Pile compresses, is truly resilient. It cushions doors and windows snugly and compensates for irregular metal or wood surfaces.

WEATHERPROOF. Neither air, rain, wind, nor dust can seep in. Only Schlegel Woven Pile is silicone treated to insure complete weatherproofing. Schlegel performance has been proven by rigid FHA tests for air infiltration.

For a comprehensive list of manufacturers using Schlegel Weatherstripping, write for our new booklet, "Your Guide to Windows—Doors—Screens."

Cross-section view showing Schlegel Woven Pile Weatherstripping installed in the aluminum frame head section of Arcadia Sliding Doors, Arcadia Metal Products, Fullerton, Calif.



See us at: The NAHB Show, Booth No. 273; The HIP Show, Booth No. 432; The NERSICA Show, Booth No. 312

for protection that's silent, smooth and sure

Schlegel 

WOVEN PILE WEATHERSTRIPPING

SCHLEGEI MANUFACTURING COMPANY
P. O. Box 197, Rochester 1, N. Y. In Canada: Oakville, Ontario

PRODUCT PREVIEW



Washer-dryer requires little service

Factory rechecks are said to minimize service requirements for new automatic washer-dryer. Imperial Mark XII washer (above) has automatic set for wash time and speed, wash, rinse temperature.—Whirlpool Corp., Booth Nos. 770-772.

Circle No. J254 on reply card, p. 119



Has five lights

Chandelier has five light units, extends 37" from ceiling, with 24" spread. Finials, arms and spindle are of polished brass.—Moe Light; Thomas Industries, Booth No. 210.

Circle No. J255 on reply card, p. 119



For gas or electricity

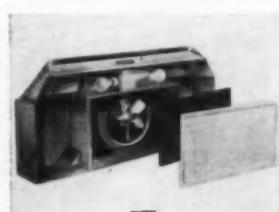
An electric vented combination washer-dryer and its gas counterpart priced at \$330 to \$360. Each has five water temperatures and drying temperatures for different fabrics.—Easy Laundry Appliances Corp., Booth No. 958.

Circle No. J256 on reply card, p. 119

Can be plugged-in

Panelboards with plug-in construction are for on-the-job assembly. Basic devices are available with main lug ratings up to 600 amperes. Type QO and QI circuit breakers come in 1-, 2-, or 3-pole, from 15 to 100 amps.—Square D Co., Booth No. 12.

Circle No. J257 on reply card, p. 119

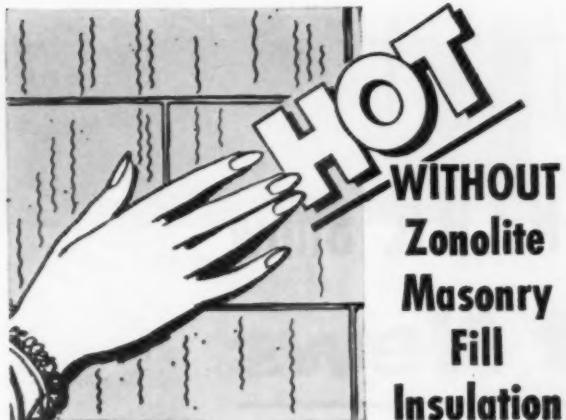


Priced to compete

Duct-free range hood competes in price with ducted hoods, cuts installation cost in existing kitchens. Has two-speed fan and two filters—one washable aluminum mesh, the other charcoal.—Air Control Products, Inc., Booth Nos. 1137-1139.

Circle No. J258 on reply card, p. 119

More kitchens, p. 228



Dramatic Test

Sells Florida Builder on Zonolite (Water-Repellent) Masonry Fill Insulation



Walls insulated with Zonolite Masonry Fill cut air-conditioning costs, insure owner comfort

In builder F. L. Ahern's \$350,000,000 Isle of Palms Housing Development near Jacksonville Beach, Florida, all homes are planned to provide a water view from as many rooms as possible. Large wall areas are exposed to hot summer rays. Air conditioning costs could be sky-high in such homes.

Now that's no longer a problem in homes with concrete block outer walls. Recently, Mr. Ahern had one partly filled with Zonolite Masonry Fill Insulation...the rest left empty. That afternoon he found the unfilled section was blistering hot; the filled section was cool. So this insulation is now

standard here for all homes with concrete block exterior walls and Mr. Ahern feels that the promise of 25% savings on air conditioning costs is conservative indeed.

Drastically reduced cooling cost is just one of many reasons for the tremendous coast-to-coast surge to Zonolite Water-Repellent Masonry Fill Insulation that is now in full swing. Get the whole time saving, money-saving story without delay. No obligation... just mail the coupon.

ZONOLITE®
WATER-REPELLENT

MASONRY FILL INSULATION

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POURS FREELY INTO PLACE
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ZONOLITE COMPANY, Dept. AB-11
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Rush me FREE booklet MF-2 that gives full details on use of Zonolite Water-Repellent Masonry Fill Insulation in concrete block walls.

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Biggest News

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WINDOWS

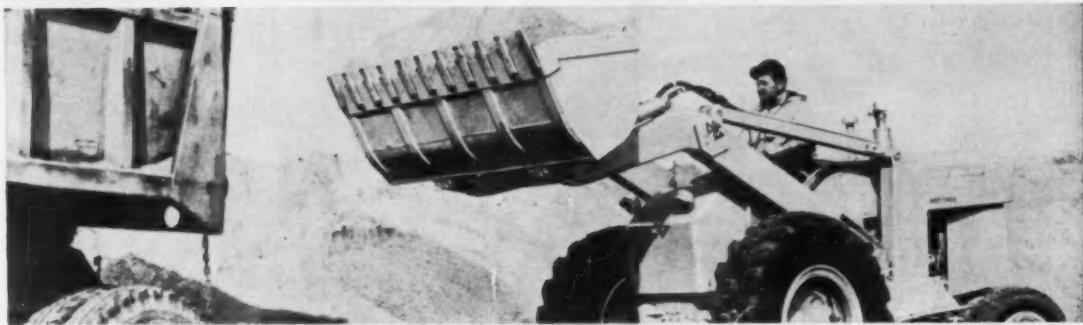
Qualitybilt
TRIUMPH

BOOTHES
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Also on display at the show — Farlofold and Dor-Mate doors, 4-Way, Casement, and Glider Wood Windows, and Qualitybilt Wood Kitchen Cabinets and Vanities. Make a special note to see them!



FARLEY & LOETSCHER MFG. CO.
DUBUQUE / IOWA



Tractor shovel has power steering, instant reverse

Model "1001" tractor-shovel has 9,500 breakout capacity, lifts one cubic yard each load. Reach is telescopic, allows dumping into high-backed trucks. Arms slide on heat-treated aluminum wear plates, require no maintenance. Bucket goes to 124° at hinge point with 43° to 51° dump angle. Low-profile tires suit machine to soft soil.—Massey-Ferguson, Booth Nos. 218-219.

Circle No. J259 on reply card, p. 119

Better tools speed up jobs



Trencher digs fast into rocky, frosty soil

New crawler-trencher is designed for digging in rocky and frosty soil. Machine is available in 9- or 12-hp models. Unit produces straight trench and fast digging action, features jaw clutch mechanism for ease in steering. Crawlers are addition to rubber-tired line.—Witch Marketing Co., Booth No. 928.

Circle No. J260 on reply card, p. 119

Generates on-site power

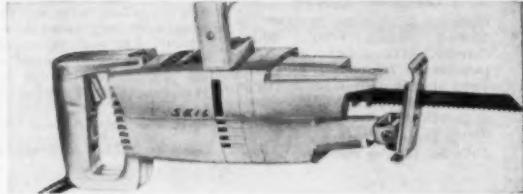
Heavy duty portable electric generator produces 3,000 watts of AC power at job site. Unit is rope-started, has 1-cylinder, 4-cycle, air-cooled gasoline engine. Has 5-hour running time.—Pesco, Borg-Warner Corp., Booth Nos. 786-787.

Circle No. J261 on reply card, p. 119

Simplify boring with jig

New boring jigs for lock sets simplify locating and boring of side and latch holes. Two models are for 2-5/8" and 2-3/4" backsets, other is combo jig for 2-3/8" and 5" backset. Side plates have strength and rigidity.—Weiser Co., Booth Nos. 884-885.

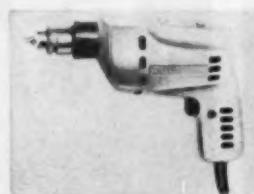
Circle No. J262 on reply card, p. 119



Saber saw cuts wood, plastic, metal

Improved model 700 electric saber saw has high speed for cutting wood, plastic, composition, low speed for metal. Strokes per minute range from 3,400 to 2,400. Multi-position foot gives long blade life. Flush-cutting attachment allows close cutting against walls, ceilings, floors. Top handle adjusts to three different positions. Kit includes four assorted blades, clamp key and holder, 3-wire cord, 2-prong adaptor, steel carrying case.—Skil Corp., Booth Nos. 2-7.

Circle No. J263 on reply card, p. 119



Drill is shockproof

Electric drill has insulated chuck spindle and shockproof nylon housing. Tool weighs 20% less than other types, has power rating of 2.7 amps. Acts as power unit for circular saw, bench sander, grinder.—Millers Falls Co., Booth No. 7.

Circle No. J264 on reply card, p. 119



Presses trusses

Concrete-weighted press makes complete truss in seconds. Also fabricates up to 40' of stud wall. Pressing platen is raised by two hydraulic jacks, powered by 5-hp motor. Requires crew of three men.—Gang-Nail Sales, Booth Nos. 804-805.

Circle No. J265 on reply card, p. 119

PRODUCT PREVIEW



Pickup hauls a heavy-duty load on or off road

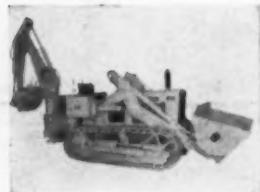
Forward Control FC-170 "Jeep" has cargo bed 9' in length, can handle 3,510-lb. payload. Built for heavy duty hauling both on- and off-the-road, the 4-wheel drive model has a gross vehicle rating of 7,000 lbs. With dual rear wheels and heavy-duty op-

Circle No. J267 on reply card, p. 119

Saw eases wood-working

Ten-inch radial arm saw cuts 3½" deep. Designed for small builders and cabinet makers. Features totally enclosed motor, new wedge-shaped arm and safety guard. Operates on 120-240v, delivers 3 hp.—DeWalt, Inc., Booth No. 177.

Circle No. J270 on reply card, p. 119



Reverses in all speeds

Optional direction reverser is offered with "1010" 40-hp crawler. Wet clutch makes it possible to match all four forward speeds with reverse speeds from .8 to 6.5 mph. Has diesel or gasoline engine.—John Deere, Booth Nos. 214-216.

Circle No. J268 on reply card, p. 119

Trencher propels self

Self-propelled trencher features simplicity of controls. Davis "T-66" has positive traction to make it easier to control speeds; no pneumatic tires to bounce. Has simplified boom extension; hydraulically operated.—Davis Mfg. Co., Booth Nos. 202-203.

Circle No. J271 on reply card, p. 119



Aligns, drives nails

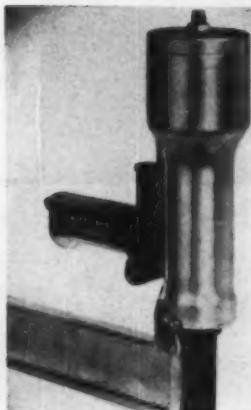
Single-blow automatic nailing gun feeds nails dumped into hopper. It aligns them, point-first, through flexible hose. Operator presses tool to surface, gun drives the nail. Cannot jam.—United Shoe Machinery Corp., Booth No. 208.

Circle No. J269 on reply card, p. 119

Like a power hammer

Portable impact drill is heavy-duty electric drill and power hammer in one. Drills holes up to 4" in diameter in concrete, tile, masonry. Has disintegrating action, won't chip or fracture material.—The Stanley Works, Booth Nos. 173-176, 178-181.

Circle No. J272 on reply card, p. 119



Nail with air power

Air-operated nailing machine drives T-nails at rate of 160 per minute. Model ARN-3B suitable for attaching plywood roof sheathing, sub flooring, or metal gussets. Drives nails up to 2". Triples hand speed.—Power-Line Sales, Inc., Booth No. 827.

Circle No. J273 on reply card, p. 119



Tamper cuts building costs

New tamper reduces settling, cracks, and call-backs. It compacts under-floor and sidewalk slabs, tamps fill and utility trench backfill. Improved power cuts cost to 12¢ per cu. yd. Has one-man transportation unit.—Joy Co., Booth No. 999.

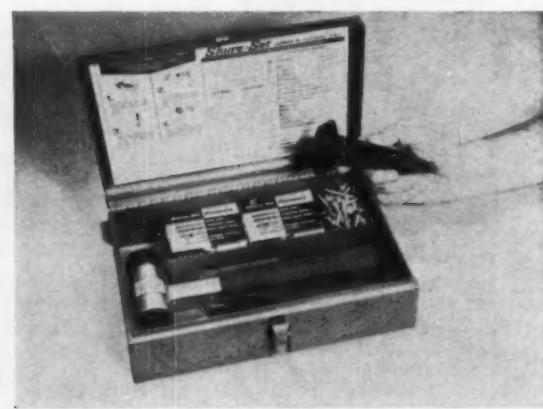
Circle No. J276 on reply card, p. 119



Cuts fast and hard

Heavy-duty sabre saw has Rock-and-Lock shoe which keeps shoe flush, 3-way blade chuck, and double-edge blade. Designed to cut fast through wood, metal, plastics, pipe. Allows close cutting.—Black & Decker Mfg. Co., Booth Nos. 113-115.

Circle No. J277 on reply card, p. 119



Does over 100 fastening jobs

Hammer-in fastening tools will do over 100 different fastening jobs, setting studs into concrete or thin steel with a few hammer blows. Craftsman's kit contains set of instruments equally useful to carpenter, electrician, plumber. Kit includes one

standard Shure-Set hammer-in tool, one Shure-Drive shock-absorbing hammer, 50 drive pins and 50 threaded fasteners, all in deluxe carrying case. Cost: \$29.95, \$7.50 less than the total of items.—Ramsel Fastening System, Booth No. 808.

Circle No. J278 on reply card, p. 119



Hugh Kirkland (Right), President, Kirkland Masonry, Inc., Miami, Fla., talking to Dick Rogers, his Dodge Representative.

"Last year, we got over \$4,400 in new business for every dollar we invested in Dodge Reports"

"Dodge Reports actually doubled our business in 1959, the first year we used them," says Mr. Kirkland. "And we doubled that increase last year!" Mr. Kirkland concentrates in the competitive south and central Florida markets. When he decided that his firm could realize its maximum growth potential only by actively competing for more commercial, industrial and residential contracts, he began using Dodge Reports. "We knew," he says, "that unless we kept ahead of the latest developments in these markets, contracts would be awarded to our competitors before we even heard of the jobs." In the two years since that decision, his firm has captured over \$3-million in new business — most of it commercial and industrial contracts that he couldn't even have bid on without Dodge Reports. Today, he is one of south Florida's leading masonry contractors.

Daily Dodge Reports tell Mr. Kirkland all he needs to know: type of project and cost, names of owners,

architects and engineers, names of general contractors bidding, results of the bidding, and award of the general contract. "We have to be there with a bid *before* the general contract is awarded because the GC has to incorporate our bid in his," Mr. Kirkland says. "Dodge Reports give us the facts we need *in time* to figure the job and get it!"

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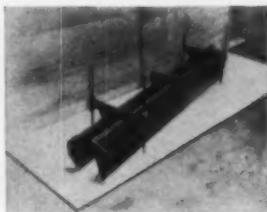
PRODUCT PREVIEW



Five tools in one

Convert 155 router in seconds to a finishing sander, scroll saw, power plane or shaper table. Has 23,000 rpm motor. Tapered housing affords greater visibility.—*Porter-Cable Machine Co.*, Booth No. 6.

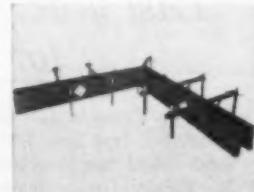
Circle No. J279 on reply card, p. 119



Cuts foundation costs

Curb wall form made of Fiberglas is 50% lighter than steel, requires less manpower. One-piece construction is easy to erect and strip.—*Engineered Concrete Form Corp.*, Booth No. 824.

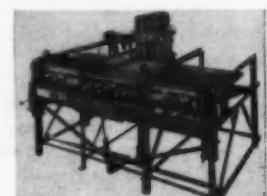
Circle No. J280 on reply card, p. 119



Metal form assures alignment

New version of Lo-Wall form has special "Stake to Yoke Bar Clamp" for fast and sure line adjustment. It's 12" high, will provide 8" thick wall.—*Symons Clamp & Mfg. Co.*, Booth No. 509.

Circle No. J281 on reply card, p. 119



Hangs door in 2 min.

Prehung door routing and boring machine will bore for the lock, latch and striker plate automatically. Accuracy is assured.—*Ruvo Engineering Corp.*, Booth No. 614.

Circle No. J282 on reply card, p. 119

More tools, p. 232

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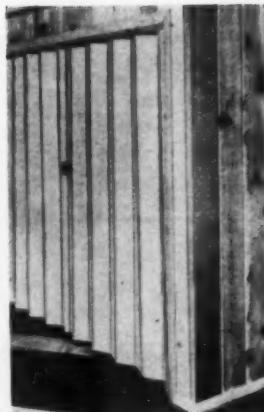
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Installs in minutes

Heavy-duty "Magna Fold" vinyl folding doors are embossed on both sides. In choice of seven decorator colors. Have strong aluminum track, steel ribs and spacers. Packed with screws and hardware.—American Door Co., Inc., Booth Nos. 57-58.

Circle No. J283 on reply card, p. 119



Replace old locks

Door modernization kit of two escutcheons, faceplate extension and strike plate. Designed to replace old mortise-type lock. Will fit any set with 2 3/4" to 2 9/16" diameter roses, escutcheons up to 7 1/4" in height.—Dexter Industries, Inc., Booth No. 924.

Circle No. J284 on reply card, p. 119



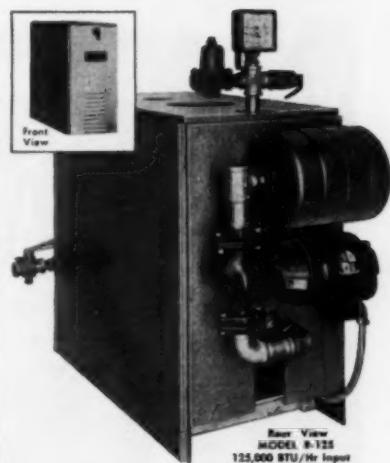
Both locks and seals

"Winter-Seal" awning window features automatic locking hardware. A turn of the operator locks window, provides perfect seal. Made of heavy duty aluminum for durability and appearance. Snap-in bead. Rogers Industries, Booth Nos. 403-406.

Circle No. J285 on reply card, p. 119

More doors, p. 232

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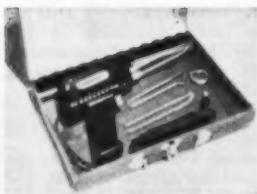



Stake truck rates up to 19,000 lbs. gross weight

Model B-160 truck with stake body is rated up to 19,000 pounds gross vehicle weight. Comes in wheelbases from 129 to 189 inches. Circle No. J286 on reply card, p. 119

Engines are available in six-cylinder or V-8 models. Dual headlights are chrome mounted and one-piece grille is made of anodized aluminum. Specific use requirements are met by wide choice of axles and transmission.—International Harvester Co.

Thirty more products that


Soldergun has alloy tip

Soldergun has alloy tip, requires no filing. Retinning is accomplished by wiping heated tip with damp cloth. Kit also contains built-in shadowless spotlight, handle compartment for storage of extra solder.—Cummins Portable Tools.

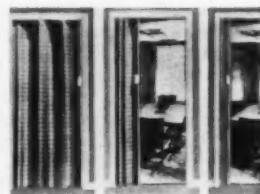
Circle No. J287 on reply card, p. 119


Intercom permits outside, inside contact

Sound system maintains two-way contact to all rooms, can answer outside doors. Units go on flush or are surface-mounted. Ideal for existing homes or new construction. Transistor circuit lasts indefinitely, makes for dependable service. Set is adapted

for AM radio. System can be used for private or general communication. Nurseries or sick rooms can be monitored by intercom. Radio plays in any part of house. Units are finished in blended gold, polished, satin silver.—Talk-A-Phone Co.

Circle No. J288 on reply card, p. 119


Door goes up easily

Folding aluminum door installs using only a screwdriver. Door is finished with baked enamel top coat. Hardware is nonrusting simulated brass. Glide runners are self-lubricating nylon. Comes in white, 32", 38" opennings.—Hunter-Douglas Div.

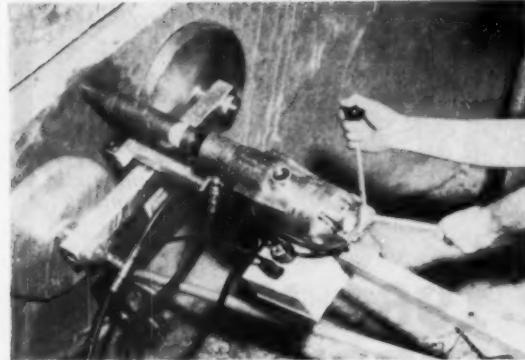
Circle No. J289 on reply card, p. 119



Stapling hammer is more efficient for large areas

Stapling hammer drives new, wider staple, is more efficient for applying roofing paper, insulation batts. Model H2BR drives staple with $\frac{3}{8}$ " leg length, is twice as wide as many used in medium-duty hammers. Tool weighs 2 lbs. 8 ozs., holds strip of 100 staples in magazine.—Bostitch, Inc.

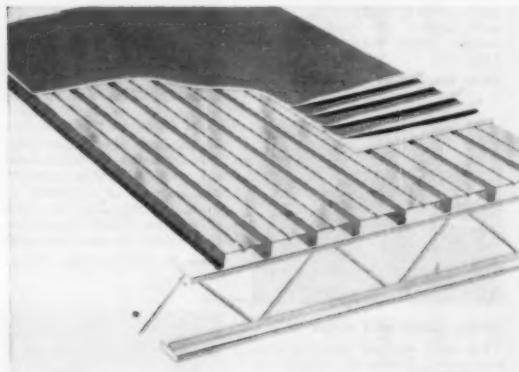
Circle No. J290 on reply card, p. 119



Masonry drill is held by vacuum rig

Masonry drill cuts holes up to 8" in diameter, secures quickly to concrete and tile by use of vacuum rig. Pump develops 3,000 lbs. holding force within two 13" suction disks. Stand goes on vertically or horizontally. Rig weighs only 125 lbs., rolls easily from job to job.—Milwaukee Electric Tool Corp.

Circle No. J291 on reply card, p. 119



Steel roof deck has wider ribs for welding

Type "A" steel roof deck has wider ribs, permits easier welding from top. Gives ideal support for softest type of insulation. Die-set end laps help speed deck installation. Comes in 18, 20, 22 gauges and lengths up to 28'6". Finishes are bonderized and prime-painted or galvanized.—Inland Steel Products Co.

Circle No. J292 on reply card, p. 119



New pattern for board-and-batten application

"Santa Rosa" is name of new redwood pattern for use in reverse board-and-batten application. Applies either as durable exterior siding or finished indoor paneling. One side of board is surfaced, other is saw-textured. Material is durable and requires little maintenance.—California Redwood Association.

Circle No. J293 on reply card, p. 119

can boost efficiency, sales



Gives better daylighting

Twin domes provide more efficient daylighting. Inner dome is reinforced with fibre glass for strength; outer dome is all-acrylic for weatherability. Permanently sealed for thermal insulation. Self-flashing unit is nailed to roof.—Wasco Products.

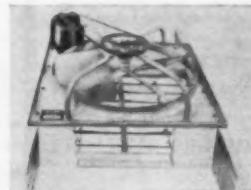
Circle No. J294 on reply card, p. 119



Cooler fits cabinet base

"Curtain Wall" air conditioner is shaped to fit ventilating cabinet in base of apartment windows. Unit is 1-hp, 9,000-btu; weighs 125 lbs., measures 12 $\frac{1}{4}$ " x 51 $\frac{3}{8}$ " x 12 $\frac{1}{8}$ ". Similar to regular room air conditioner.—Amana Refrigeration, Inc.

Circle No. J295 on reply card, p. 119



Fan is reversible

Ceiling or wall mounted attic fan reverses air flow by changing motor leads. Blades are spaced irregularly around hub for maximum air delivery. Unit is mounted on rubber grommets, measures 24" to 48" dia.—Diehl Mfg. Co.

Circle No. J296 on reply card, p. 119



Panels mount anywhere

Perforated panels can be mounted on all surfaces—brick, concrete, metal—with this hanger kit. Hangers have built-in spacers. No drilling, no special tools. Includes 10 anchors, 10 bolts, can of adhesive, instructions.—Goodloe E. Moore, Inc.

Circle No. J297 on reply card, p. 119



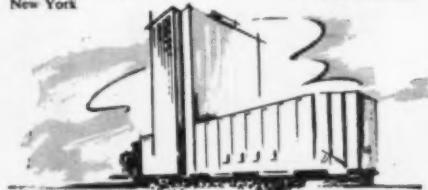
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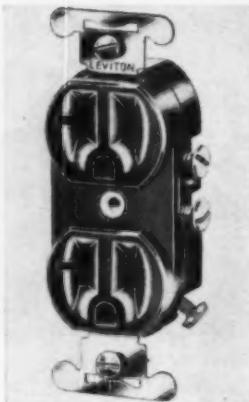
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PRODUCT PREVIEW



Pulverizes 6" of soil

"Tillit," a general-purpose soil pulverizing unit thoroughly mixes soils or aggregates to a depth of six inches. Used for road beds, seeding, unit is PTO-driven and attached with 3-point linkage. Fits all makes of tractors.—Ford Motor Co.

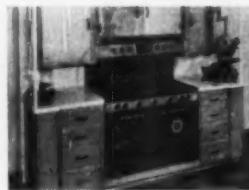
Circle No. J301 on reply card, p. 119



Meets current requirements

New 20-amp grounding devices permit higher-rated electrical equipment to obtain full current requirements. Include single and duplex receptacles which will accept all caps. Shallow bodies, side wiring.—Leviton Mfg. Co.

Circle No. J298 on reply card, p. 119



Add light to garage

Sculptured fiber glass panels of this sectional overhead door light up garage like a skylight. Panels are encased in extruded aluminum, making door shatterproof, shrinkproof and impervious to corrosion.—Frantz Mfg. Co.

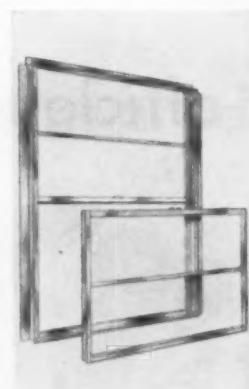
Circle No. J302 on reply card, p. 119



Saves space and steps

This unit has all cooking conveniences. Features ventilating fan, extra heavy insulation, backguard with full width fluorescent light. Has flame-set burner control, barbecue broil oven, vanishing grill.—Wedgewood-Holly Appliance Co.

Circle No. J299 on reply card, p. 119



Extra weatherstrip added

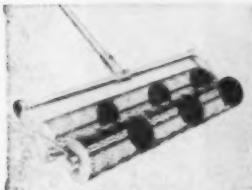
This single-hung aluminum window has an integral sun trim designed into window frame for easy installation. Wool-pile weather-stripping treated with silicone is rated above minimum air infiltration.—Ceco Steel Products Corp.

Circle No. J300 on reply card, p. 119

Has sculptured pattern

Decorative tile features a sculptured pineapple pattern in bold relief. Called "Tropico," this addition to the Hermosa line will be available to builders in 1961 in many colors including bronze, orange, gray, turquoise.—Gladding, McBean.

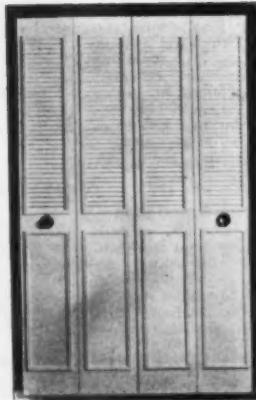
Circle No. J305 on reply card, p. 119



Roller ends hand tamper

"Roller-Bug" has two 5" wire rollers that push large aggregate just below surface. Brings up just the right amount of fat for smooth, easy floating. Improves slab quality. Speeds tamping and leveling.—Goldblatt Tool Co.

Circle No. J306 on reply card, p. 119



Classic door durable

Steel folding door has louvers plus classic design—for practicality and beauty. Won't warp, swell or split. Eight-ft. high for simple, low-cost installation. Factory applied primer, easy to finish. Nylon bushings prevent jumping.—Fenestra Inc.

Circle No. J310 on reply card, p. 119



Adopts to difficult jobs

Portable electric "Flex-Saw" is initially designed for linoleum and floor tile installation. Adaptable to making flashing groove in stone, undercutting door frames, window sills. No nut or collar to impede vision or sawing.—Algo Specialties.

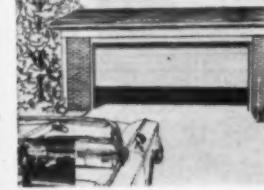
Circle No. J307 on reply card, p. 119



Has different color

Cabinet hardware inspired by the works of artist Cellini has a new copper color. Called "Cellini Copper" it goes well with natural wood cabinets or painted surfaces, adds new touch to remodeled kitchens.—Washington Steel Products, Inc.

Circle No. J308 on reply card, p. 119



Operates from dashboard

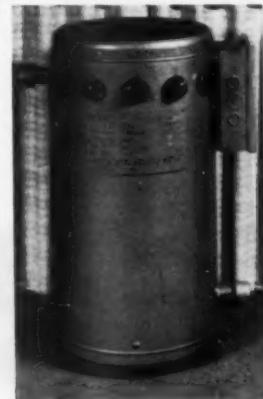
Electronic door control for garage doors and lights is operated with pushbutton transistor power transmitter from car dashboard. Features include instant reversing motor, light control, adjustable safety clutch.—Barber-Colman Co.

Circle No. J309 on reply card, p. 119

Beats heat problem

Vinyl surfaces for table and counters have exclusive cigarette-burn resistance. A special layer of aluminum foil resists heat up to 320°F, abrasions and stains. Also has greater "workability".—General Tire & Rubber Co.

Circle No. J312 on reply card, p. 119



Eliminates fire hazard

This electric hot water boiler eliminates gas, oil, and coal flames, needs no chimneys or furnace rooms. Designed for radiant panel, convector, baseboard and radiator heating systems. Smallest size: 40,948 btu.—Precision Parts Corp.

Circle No. J313 on reply card, p. 119



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longer
to unpack
than
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PRODUCT PREVIEW



This fireplace's installation is easy, costs less

Low cost, factory-built fireplaces in wider than ever variety. Uni-bilt models are all easy to install in new or existing houses; styled to fit modern or conventional decor. All supply full-size wood-burning fireplace. Main cost-saving distinction is

Circle No. J369 on reply card, p. 119



Wash and dry anything

Clothes dryer series includes two gas, one electric model. Features twin air-streams, three-cycle rotary timer, temperature control, and a no-heat air setting. Washers feature triple filtering action and five rinses.—Hamilton Mfg. Co.

Circle No. J370 on reply card, p. 119

Touches up concrete

Cement refinishing mix consists of dry cement powder with a built-in ingredient for bonding to concrete. Add only water. Remains workable longer than epoxies; provides lasting surface as thin as $\frac{1}{8}$ in.—Larsen Products Corp.

Circle No. J372 on reply card, p. 119



Decorates any size wall

"Aztec" stone costs less than similar decorative masonry walls. Sells for \$2 to \$3 per sq. ft. installed. Will cover the wall as designed; pattern of stone does not govern shape, size of wall. Comes in three patterns.—EMCO Cement Products, Inc.

Circle No. J373 on reply card, p. 119



Doors are wood paneled

Wood paneling is combined with the function of folding doors in this standard line of top supported doors. Features features "memory" hinge that moves panels quietly, nylon wheels and guides, steel latch.—Panelfold Doors, Inc.

Circle No. J371 on reply card, p. 119



Have hardwood finish

Antique birch panels have genuine hardwood finish. "Ply-Gems" are mis-matched and vee-grooved on joint. Consist of 18 different woods, packed six panels per package. Available in 4'x7', 4'x8' and 4'x10'.—Industrial Plywood Co.

Circle No. J374 on reply card, p. 119

House fits smaller lots

Designed for small lots, this 3-bedroom, 1 1/2-bath house covers 1,041 sq. ft. Plumbing is centralized for economy. Baths may be joined by sliding glass doors. Central heating, standard or built-in kitchen.—Holiday House Mfg. Corp.

Circle No. J375 on reply card, p. 119

Getting a second mortgage

Brochure explains how to turn your second mortgage into cash. Lists questions and answers regarding advantages of second mortgages, the required steps in getting an evaluation, title examinations, closing costs.—Mortgage Exchange Co.

Circle No. J376 on reply card, p. 119

Pools easy to build

Swimming pools constructed of lumber panels and lined with vinyl are easy to build. Eliminate much of skilled labor and equipment required for other type pools. Lumber is pressure-treated.—Wolman Preservative Dept., Koppers Co., Inc.

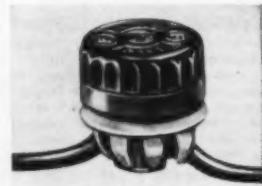
Circle No. J377 on reply card, p. 119



Comfort comes modern

Metal fabricated fireplace provides direct heat circulation throughout whole room. Has comfort of old stove and modern design; is free-standing for floor or ceiling installation, or wall-fastened unit.—Condor King Co., Inc.

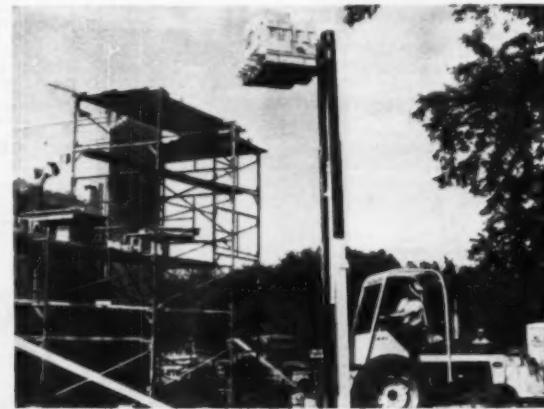
Circle No. J380 on reply card, p. 119



Snaps in with a push

A canopy switch for pole lamps and tree lamps has a snap-in feature that saves installation time and labor. Easily snapped into a keyed mounting hole, switch is mounted and locked into position with a single push.—Circle F Mfg. Co.

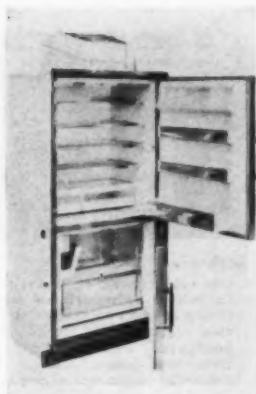
Circle No. J381 on reply card, p. 119



Attachment lifts 2,500 lbs. 21 ft. high

Designed for mounting on utility tractors, the TL-4321 fork lift attachment is Henry's newest unit. Lifting capacity to full height is 2,500 lbs. at 24" load centers. Maximum lifting height is 21 ft. Standard equipment of the fork lift includes a side shifter, overhead safety guard, load limiter control to prevent overloading and an automatic control valve to prevent free fall in event of a hydraulic failure. Color brochure available.—Henry Mfg. Co., Inc.

Circle No. J382 on reply card, p. 119



Won't frost over

Built-in combination refrigerator-freezer has no-frost system. Maintains exact temperatures in both sections. Control is engineered into circulating air stream. In popular classic design, unit fits 2'x3' floor space.—Revco, Inc., Booth No. 605.

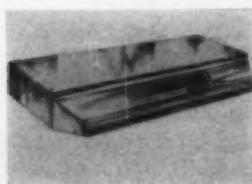
Circle No. J324 on reply card, p. 119



Oven has exhaust

Suburban 21" built-in oven has a built-in fan vent which exhausts cooking smoke, grease and heat outside. Provides closed door broiling in oven. Both gas and electric models fit standard 27" cabinet.—Samuel Stamping and Enameling Co., Booth No. 710.

Circle No. J326 on reply card, p. 119



Ionize fumes away

Ductless hood removes smoke and odors by electrostatic ionization. Fumes are drawn into hood where they become charged and drawn to charged collector plate. Plate is cleaned with detergent. Unit goes on wall.—Progress Mfg. Co., Inc., Booth Nos. 1156-1157.

Circle No. J327 on reply card, p. 119



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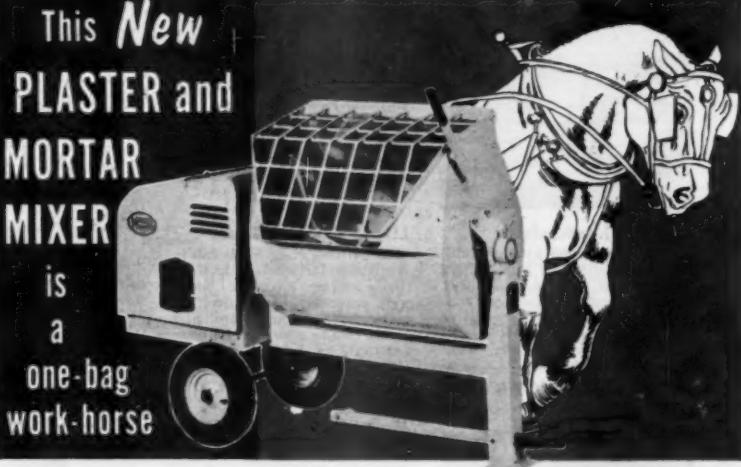
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PRODUCT PREVIEW



Hood fan does extra large job

The power unit of this range hood is an 8 5/16" fan which delivers a large volume of air through long duct runs. This Mixed-Flow Hood will discharge two ways—out the back if the range is located on an outside wall, or out the top, in which

Circle No. J328 on reply card, p. 119

case the duct occupies only about 35 sq. in. at the back of cabinet. Also has two light receptacles, push button controls, a lifetime aluminum filter, and a back-draft damper. Completely assembled. — *Broan Mfg. Co., Inc.*, Booth Nos. 813-814.

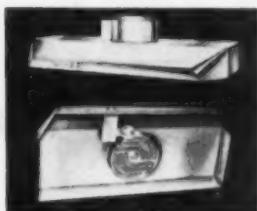


Cabinets add glamour to the bathroom

Bathroom cabinets for every need and luxury are featured in new ensembles. Newest design is the recess side cabinet with six center mirrors for installation above vanities. To match these are special size framed lavatory mirrors. The

side cabinets can be reversed to let mirror swing left or right. Other designs include vanity and sliding door types with fluorescent lighting. Some of these have plastic diffusers for controlled lighting. — *The Hess Co.*, Booth No. 1197.

Circle No. J338 on reply card, p. 119



Hood designed for economy

Low-cost range hoods come in brushed chrometone with gold or copper anodized panels. In either right- or left-side exhaust. Pre-wired, removable aluminum foil filter, four-pole motor, \$35.32-\$36.36. — *Ventrola Mfg. Co.*, Booth Nos. 414-415.

Circle No. J329 on reply card, p. 119

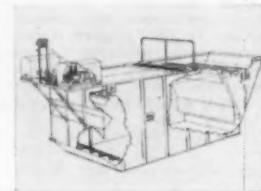
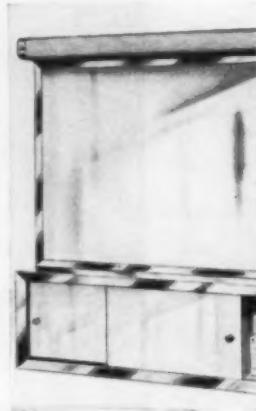
Variety of products

From Welbit, for 1961 . . . a new and complete line of free-standing ranges, set-in ranges, Bilt-in ovens and surface units. Also, room air conditioners as well as variety of heating units for commercial use. — *Welbit Corp.*, Booth Nos. 379-382.

Circle No. J332 on reply card, p. 119

New gas kitchens

Over 18 kitchen and cabinet manufacturers will be represented in AGA's exhibit. Includes completely designed kitchens, laundry areas. Color-coordination program for kitchen planning. — *American Gas Assn.*, Booth Nos. 562-563. Circle No. J333 on reply card, p. 119



Serves "far out" areas

Sewage treatment plant comes in single or two-piece units. Features new diffuser and machinery housing to provide aeration, baffling area for automatic sludge return. — *Smith & Lovell Div., Union Tank Car Co.*, Booth Nos. 773-774.

Circle No. J341 on reply card, p. 119



Cabinets handcrafted

Handcrafted wood kitchen cabinets are adapted to complement today's most modern appliances. Smart, mitred moldings contribute a pleasing decorative note. — *Colonial Products Co., Yorktown Kitchens Div.*, Booth Nos. 576-578, 932.

Circle No. J330 on reply card, p. 119

Wood-like decoration

Wood grain-decorated ranges have full-width control panel set in band of walnut-grained, heat-and-fire-proof composition material. Models also feature exclusive fold-down unbreakable glass shelf. — *O'Keefe & Merritt Co.*, Booth Nos. 759-780.

Circle No. J334 on reply card, p. 119

Living-dining cabinets

These Bronzeglow birch cabinets are particularly suited to today's living-dining kitchens. Include wall cabinets, bases, oven and refrigerator cabinets, and accessories. Made also for bathroom vanities. — *H. J. Scheirich*, Booth Nos. 450-453.

Circle No. J335 on reply card, p. 119

It's easy to hang

Combination "Vanitee" cabinet, mirror and light is surface mounted, supported by adjustable hangers. Has stain resistant exterior; equipped with switch, outlet and tube. Gives adequate storage. — *General Bathroom Products Corp.*, Booth No. 9.

Circle No. J339 on reply card, p. 119



Mixes near heater

Ultraflo mixes hot and cold water near the water heater, distributes it to tub, lavatory, kitchen, by push-button control. This plumbing innovation adapts to conventional systems. — *American Sanitary Mfg. Co.*, Booth Nos. 776-777.

Circle No. J342 on reply card, p. 119



Has new water action

Nine new dishwasher-dryers feature a unique system of water distribution. A powerful pump forces water through scientifically-located openings on rotating "Z" arm. Built-in, convertible, portable. — *Waste King Co.*, Booth Nos. 398-402.

Circle No. J331 on reply card, p. 119

Range is versatile

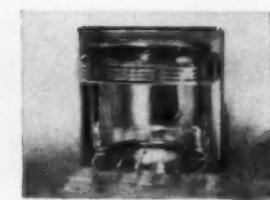
Automatic cook-center is a mealtime "miracle." Oven has a Minute-Minder with chimes. Cook-top has "Burner with a Brain." Design complements finest cabinets. Porcelain or stainless steel. — *Athens Stove Works, Inc.*, Booth Nos. 961-962. Circle No. J336 on reply card, p. 119



Gives home new light

Built-in lighting using common structural lighting schemes solves many problems in the home. Methods include valance lighting, cove lighting, canopy and drop panel, suspended panel. — *General Electric Co., Lamp Div.*, Booth Nos. 130-152.

Circle No. J337 on reply card, p. 119



Fit standard openings

Bathroom accessories—soap holder, tumbler holder and soap holder-grab bar—are designed to fit standard opening for recessed installation. All are 4 1/2" sq., feature lifetime triple chrome plate. — *Hoover Bathroom Accessories*, Booth No. 950. Circle No. J343 on reply card, p. 119

BLUEPRINT HOUSE

(Continued from page 98)

2-2x4" Steel Beam Column	10 L
2x4" Fir Partition Shoe	200 L
2x4" Fir 16"-o.c. Wall Studs	380 L
2x4" Fir 16"-o.c. Part. Studs	1,820 L
2x4" Fir 8"-o.c. Stagger Part. Studs	180 L
2x4" Fir Wall Plate	20 L
2x4" Fir Steel Beam Plate	40 L
2x4" Fir Joint Sill	55 L
2x4" Fir Header Blocking	40 L
2x4" Fir Window Sill	20 L
1x3" Fir Floor & Roof Joist Bridge	625 L
1x2" Fir 16"-o.c. Ext. Wall Furring	575 L
1x2" Fir Cant Strip	40 L
Plycord 3/8" Floor Lining	1,080 S
Plycord 1/2" Ext. Wall Lining	355 S
Plycord 3/8" Roof Lining	1,840 S
Plywood 3/8" Floor Underlayment	120 S
15# Felt Floor Isolation	1,080 S
Alum. Mesh 1/2" Soffit Screening	355 S
Metal Joint Anchors	22 U
Metal Joint Hangers	164 U
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—WOOD EXT. & INT. MILLWORK—

1 1/2" Wh. Pine 3'x6'10 Ext. Flu. Dr. F&T	1 U
1 1/2" Birch Ven. 3'x6'10 Ext. Flu. Dr. F&T	1 U
1 1/2" Birch Ven. 2'8x6'10 Ext. Flu. Dr. F&T	1 U
1 1/2" Birch Ven. 6'x6'10 Int. Flu. St. Dr., F.T.H.	3 U
1 1/2" Birch Ven. 2'6x6'10 Int. Flu. Dr. F&T	6 U
1 1/2" Birch Ven. 2'4x6'10 Int. Flu. Dr. F&T	1 U
1 1/2" Birch Ven. 2'x6'10 Int. Flu. Dr. F&T	1 U
White Pine 2'8x6'10 Dr. Jamb & Trim	2 U
White Pine Sash 9'x6'10 Fix. Wind. WI, F&T	1 U
White Pine D45 2x8" Fixed Wind. Frame	45 L
White Pine 1/2x2" Window Trim	45 L
Knotty Pine 3x2x3" Sink Cabinet	1 U
Knotty Pine 2'3x2x3" Base Cabinet	2 U
Knotty Pine 4x2x3" Range Cabinet	1 U
Knotty Pine 2'2x2x6x6 Cabinet (Oven)	1 U
Knotty Pine 4x2x1" Wall Cabinet	1 U
Knotty Pine 3x2x1" Wall Cabinet	1 U

one
in
a
million

Charles Clotfelter of Marietta, Georgia, is cured of cancer, like more than 1,000,000 other Americans. He owes his life to his own vigilance. He went to his doctor in time. Charles Clotfelter is living proof that many cancers can be cured if detected and treated early. Do you protect yourself with an annual health checkup? It's your best insurance against cancer.



AMERICAN CANCER SOCIETY

Knotty Pine 2'6x2'6x1' Wall Cabinet	2 U
Oak & Pine 7x3x3' Inter. Stairs	355 S
Ext. Plywood 3/4" Ext. Wall Siding	355 S
2x2" W. Pine 16"-o.c. Ext. Wall Battens	225 L
W. Pine 1x10" Cornice Frieze	90 L
W. Pine 1x1/4" Cornice Rd. Trim	25 L
W. Pine 1x1/4" Round Base Molding	250 L
W. Pine 1x2" Wall Base	250 L
W. Pine 1x8" Beam Enclosure	50 L
W. Pine 1x4" Beam Enclosure	35 L
W. Pine 1x10" Beam Enclosure	20 L
W. Pine 1x6" Window Soffit	40 L
W. Pine D45 2x6" Window Sill	40 L
W. Pine 1x12" Closet Shelving	60 L
W. Pine 1x2" Shelf Cleat	100 L
A.C. Plywood 3/4" Cornice Soffit	125 S
A.C. Plywood 3/4" Carpet & Porch Ceiling	435 S
Metal Closet Poles & Accessories	25 L
Oak & Maple Door & Wind. Calking	220 L
1/4" DSA Glass Window Panes	165 S
1/4" OBS Glass Window Panes	55 S
Formica 1/2" Counter Top	20 S
Vinyl Floor Covering	120 S
Metal Finish Hardware	Sum

—OAK FINISHED FLOORING—

Oak 35/4" Finish Flooring	800 S
Machine Floor Sanding	800 S

—ALUM. SLIDING DOORS & WINDOWS, F&T—

Aluminum 5'10x6'6 Ext. Glz. St. Dr. F&T	1 U
Alum. Sash 6'3x3" Sliding Window, F&T	6 U
Alum. Sash 4x3" Sliding Window, F&T	1 U

—METAL ORNAMENT & MISC. WORK—

Cast Iron Fireplace Damper & Acc.	1 U
7" x 1" Steel 15.3# Roof Beam	20 L
5x5x3" Steel Window Lintel	14 L
3x3x3" Steel Fireplace Lintel	4 L
2"-d. Steel Pipe Column	50 L
Steel 2"-d. Pipe Flange	14 U
1/4x1" Steel Beam Strap	1 U

—METAL SHEET WORK, ROOFING & SKYLIGHT—

26-ga. Giv. Mill. 7" Gravel Stop	225 L
26-ga. Giv. Mill. 11" R. Counter Flashing	40 L
26-ga. Giv. Mill. 16"-d. Pier Termitc Shld	2 U
26-ga. Giv. Mill. 7" Spandrel Flashing	40 L
26-ga. Giv. Mill. 10x13" Beam End Cover	1 U
26-ga. Giv. Mill. 18x24" Beam End Cover	1 U
20 Yr. Compos. 9'x6'10 Fix. Wind. WI, F&T	1,840 S
Metal & Gls. 24 x 18" Roof Skylight & Acc.	1 U
26-ga. Giv. Mill. 10" Chimney Flashing	7 L
26-ga. Giv. Mill. 6" Skylight Flashing	7 L
26-ga. Giv. Mill. 24x24" Vent Flash (& Flue)	2 U

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	540 S
Lead & Oil Int. Millwork 3 Coats	480 S
Lead & Oil Gypbd. Wall 2 Coats	2,895 S
Lead & Oil Gypbd. Ceiling 2 Coats	1,090 S
Stain & Varn. Int. Millwork 4 Coats	945 S
Stain & Varn. Finish Floor 4 Coats	800 S
Lead & Oil Ext. Plywd. Sld. 3 Coats	335 S
Lead & Oil Carport Cell. 3 Coats	435 S

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 U
Sanitary Service Connection & Piping	1 U
Gas Service Connection & Piping	1 U
Gas Furnace Connection & Piping & Acc.	1 U
Hose, Bibb Connection & Piping & Acc.	2 U
Lavatory, Piping & Accessories	2 U
Bath Tub, Piping & Accessories	1 U
Water Closet, Piping & Accessories	3 U
Kitchen Sink, Piping & Accessories	1 U
Shower Head, Piping & Accessories	1 U
Elec. H.W. Heater, Piping & Accessories	1 U
Laundry Wash, Piping & Accessories	1 U

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Ducts & Registers	13 U
Prefab. Metal 8"-d.x18' Flue & Chimney	1 U
Gas Warm Air Temperature Cont. Equip.	1 U
Gas Warm Air Ventilating Connection	1 U

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 U
Telephone Service Connection & Wiring	1 U
H.W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Laundry Wash, Outlet, Conn. & Wiring	1 U
Laundry Dryer Outlet, Conn. & Wiring	1 U
Oven, Outlet, Conn. & Wiring	1 U
Refrigerator Outlet, Conn. & Wiring	1 U
Electric Fan, Fan Conn. & Wiring	1 U
Ridge Top, Outlet, Conn. & Wiring	3 U
Ext. Light Fix. Outlet, Conn. & Wiring	16 U
Light Switch Outlet, Conn. & Wiring	17 U
Convenience Outlet, Conn. & Wiring	1 U
Elec. Service Panel & Switch	10 U
Cell. Fixture, Bulbs, Outlet, Conn. & Wiring	3 U
Wall Fixture, Bulbs, Outlet & Wiring	1 U
Ent. P. Bult. Chime & Wiring	1 U
Television Antenna & Wiring	1 U

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Minnesota, Iowa, Wisconsin, North and South Dakota, Manufacturer of complete line of aluminum combination storm windows and doors has territory available. Commission basis. Box 292, American Builder, 30 Church St., New York 7, N.Y.

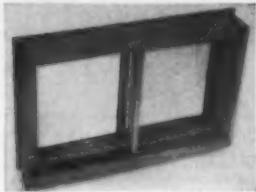
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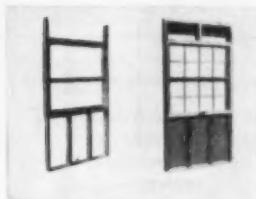
PRODUCT PREVIEW



Ends condensation

Designed for cold climates, these windows have 3"-plus barrier between two sets of sash to prevent condensation. Rigid frame and exterior nailing fin make installation easy. Aluminum exterior, wood interior.—*Ida Products Co., Booth Nos. 441-447.*

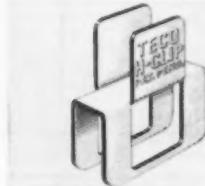
Circle No. J344 on reply card, p. 119



Window is panelized

"Strutwall" window-wall component has divided light sash plus an optional plywood box header. Forms a complete window-wall panel. Fits Lu-Re-Co., as well as conventional framing. Factory applied sheathing optional.—*Andersen Corp., Booth No. 517.*

Circle No. J345 on reply card, p. 119



Cuts connection time

Plywood clip fastener provides a snug, tight-fitting connection with minimum effort and time. Made of 18-ga. galvanized sheet material for use with $\frac{3}{4}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", and $\frac{3}{4}$ " materials. Called the H-Clip.—*Timber Engineering Co., Booth No. 434.*

Circle No. J346 on reply card, p. 119



Gives picture effect

"Hi-Lo" window, with the upper sash twice the size of the lower, gives picture window effect without loss of privacy or ventilation. Costs only as much as a double-hung installation.—*R. O. W. Distributors, Booth No. 522.*

Circle No. J348 on reply card, p. 119

New lines for doors

Accordion doors in deluxe and low cost styles come up to 8' in height, in any width. Deluxe line has all-wood appearance, comes also in 10'. New builder line has 5" panels, stacks in less than 1" per ft. of door.—*Wood-fold Co., Booth Nos. 737-738.*

Circle No. J349 on reply card, p. 119

Door requires no tracks

Trackless bi-folding wood door leaves entire opening 100% clear, does away with unsightly tracks, pivots, and guides. Adjustable split jamb. Requires same clearances as hinged units. Factory assembled.—*Ready Hung Door Corp., Booth Nos. 515-516.*

Circle No. J350 on reply card, p. 119

Handles for all doors

Hardware for all types of doors. Includes steel or aluminum tracks for bi-passing reversible doors, folding wardrobe top-mounted for either two- or four-door units, and four models of pocket door hardware.—*Arthur Cox & Sons, Booth No. 1189.*

Circle No. J351 on reply card, p. 119

Operation is smoother

Aluminum horizontal sliding windows feature two improvements—a nylon roller at sill for smooth operation, nylon glides at head of vent for weather-tightness. Integral fin-type frame.—*Ware Aluminum Windows, Booth Nos. 240-241.*

Circle No. J352 on reply card, p. 119

Plate grips wood tightly

"Barbgrip" truss plates of 18- and 20-ga. galvanized steel utilize maximum strength of wood. Each plate has four $\frac{7}{16}$ "-deep barbed teeth per plug. Can be used with standard press. Pre-punched for 11-ga. $1\frac{1}{2}$ " nails.—*Ronel Corp., Booth No. 868.*

Circle No. J353 on reply card, p. 119

Skylight utilizes daylight

Translucent skylight provides shadow-free illumination. Conforms with rafter spacing. Each unit has aluminum frame, with wide self-flashing flange. Installs rapidly in remodeling or new construction.—*Kalwall Corp., Booth No. 910.*

Circle No. J354 on reply card, p. 119

Fits all doors

Powerful magnetic catch has a double face opening, can be applied to any door. Has plastic housing, and elongated holes for easy installation. Is self-aligning, self-adjusting. Fixed or removable hinge.—*Penn-Akron Corp., Booth No. 169.*

Circle No. J355 on reply card, p. 119

Doors have solid core

Solid core flush doors feature core blocks of kiln dried, low density softwood. Pressure butted at the ends and sides, core block assembly which eliminates all voids. Veneers are bonded, applied with glue. In $1\frac{3}{4}$ ", $1\frac{1}{2}$ ", $1\frac{1}{8}$ " thickness.—*Morgan Co.,*

Circle No. J356 on reply card, p. 119



Boiler weighs less

Permaglas HW-80 heating boiler weighs only 88 lbs. and is 27" high. Has maximum input rating of 80,000 BTU. Specified for small or medium-sized homes, has low-bulk, copper coil construction.—*A. O. Smith Corp., Booth No. 1113.*

Circle No. J361 on reply card, p. 119

Adds heating efficiency

Latest model hydronic baseboard heater, the Hotline-1, has 1" nom. copper tubing, compared to firm's regular $\frac{3}{4}$ " tubing. Adds heating efficiency when employed with standard enclosure and accessories.—*Radiant-Ray Radiation, Inc., Booth No. 863.*

Circle No. J362 on reply card, p. 119

For duct systems

Gas heater for duct installations with a central air supply is available in eight sizes, from 50,000 to 250,000 Btu/h. Features tri-alloy type heat exchanger, minimum resistance to air flow in heating-cooling.—*Bryant Mfg. Co., Booth Nos. 318-320.*

Circle No. J357 on reply card, p. 119



Cleans the air

Panel type electronic air cleaner is designed for homes and small commercial applications. Only 2" thick in direction of air flow. Wide range of panel sizes, in sturdy all-aluminum construction.—*Trion, Inc., Booth No. 461.*

Circle No. J363 on reply card, p. 119

Designed for high capacities

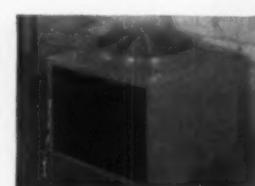
Packaged air conditioners designed for high-capacity requirements. Engineered for installation within the conditioned area or at a remote location. All models can be used with steam coils in duct system.—*Dunham-Bush, Inc.*

Circle No. J364 on reply card, p. 119

Gives individual control

Damper for all Base-Ray models eliminates costly shut-off valves, controls temperature in individual rooms. Requires no piping change, no chains or knobs. Heavy-gauge steel; operates with flick of finger.—*Burnham Corp., Booth Nos. 852-859.*

Circle No. J358 on reply card, p. 119



Entire system is outside

Gas air conditioning unit permits remote outside installation of complete year-round combination cooling and heating system. Interior floor space is left free. Condensing unit, with evaporative cooler encased with system.—*Arkla Air Conditioning.*

Circle No. J365 on reply card, p. 119

Digs straight ditch

Crawler mounted "Ditch Witch" trencher makes "straight as an arrow" ditch for foundation footings. Self-propelled trencher is highly maneuverable, especially suitable for frozen or rocky ground.—*Charles Machine Works, Inc., Booth No. 928.*

Circle No. J366 on reply card, p. 119

For smaller homes

New condensing unit has capacity of 22,000 Btu/h. For small and medium homes, it's designed for split-system installation. Air-cooled unit operates in 120-deg. temp., reduces voltage, has evaporator fan relay.—*Chrysler Airtemp, Booth Nos. 445-447.*

Circle No. J359 on reply card, p. 119



Staples subflooring

Bigger staples and a machine to drive them have been designed for such jobs as sub-flooring. Staples are 16 gauge galvanized steel, 1-9/16" to 2" long. New S-763 Stapler Nailer is specially built to handle them.—*Fastener Corp., Booth No. 812.*

Circle No. J367 on reply card, p. 119

Forms hook up faster

Concrete forms made of 13/4" plywood are stiffer, yet versatile. Faster hook-up is possible with tie clips. Tie is locked before next form is set. All parts case hardened. For residential or commercial use.—*Duraform, Inc., Booth No. 927.*

Circle No. J368 on reply card, p. 119

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MONTH AHEAD

Today's market calls for imagination

Fresh approaches to the perennial problems of home-building are always needed. They come under the heading of smart business practice. But with a more sophisticated market projected for the months ahead, fresh approaches will be mandatory this year.

This holds true for the builder who seeks new frontiers in profit as well as the builder who looks forward to restoring his old frontiers.

Unless some new features distinguish your homes, it's unlikely that the mildly dissatisfied homeowners of today will be enticed into buying. A lot of experienced homeowners know what they want in the way of a new house. A great many more, experienced or not, really won't know what they want until you show them.

Take advantage of the slack season

Your job, as a "take-charge" builder, is to satisfy both groups. You may have to dig deep and study long—if you haven't already done so—for the imaginative solutions that can spell the difference between an ordinary year and a great one.

If you're not engaged in a winter building project, now's the ideal time to lay the foundation for your spring activities. Here's how some organizations are working to help you take a giant step in the right direction.

You can still attend this two-day course

Champaign, Illinois, will be the scene of the sixteenth annual Short Course in Residential Construction conducted by the University of Illinois Small Homes Council—Building Research Council.

The two-day course (Jan. 18-19) will feature a session urging builders and contractors to "Diversify Your Operations with New Markets." (See the October issue of AMERICAN BUILDER for material on the sidewise market.) Reports will be given on land planning for apartments, apartment building and the market needs of senior citizens.

In line with the growing interest in remodeling, there will be a feature on "add-a-room." If you attend, you'll also hear these research report highlights: valance cooling using chilled water, zone-control warm air heating, long-span headers for component construction, rigid-frame houses and kitchen planning.

Send your application to the Short Course Supervisor, Division of University Extension, 116B Illini Hall, Champaign, Illinois. A fee of \$15 covers tuition, publications and a banquet.

Try to see the HIP Show in New York

As noted, the Short Course includes a remodeling session. Three weeks later and about a thousand miles to the east, an entire convention will focus on the maturing home improvement industry. This is the 1961 Home Improvements Products Show, Feb. 8-11 at the Coliseum in New York.

In panel discussions on the first day, 18 successful contractors and dealers will give you their methods of estimating, pricing, accounting, techniques of handling subcontractors and production scheduling. These seminars will illustrate the theme of the HIP Show: success through improved management knowhow and careful profit control. Every hour of the three-day program will stick close to the basic management concept of a net profit for every sale.

You can get data on merchandising tie-ins

On the second day, a panel of economists and other market experts will candidly appraise the prospects for the long-heralded home improvement boom. Discussion title: "When Will The Sixties Soar?" Later on, the subject will be merchandising. Purpose? To acquaint you with the enormous range of merchandising programs and aids you can get from national manufacturers, associations and publications. A typical cross-section of industry leaders will give you the details of their promotion programs.

Our contest winners are a source of ideas

February will also be the month you get to see 35 houses and floor plans in AMERICAN BUILDER. These are the winners and runners up in the three main categories of our Quality Model Home Contest.

All of the houses demonstrate fresh approaches to homebuilding and we're sure that some will stimulate your creative imagination. You may be influenced by the reasons the judges give for picking these houses. Or you may pick up a hot idea from one of the many West Coast builders represented.

Almost half of the winners are from the West. On the surface, this seems strange, but the mystery clears up when you consider that builders from this region are hampered by fewer design traditions. In addition, a lot of them are quite contest-conscious and alert to the values of merchandising. As AMERICAN BUILDER knows from experience, they are proud of their awards and display them prominently in their promotions.

IN MARCH: American Builder will examine these two trends at X-ray range:

- Why the attached house—or row house—has caught the builder's fancy. You'll get fresh insights and detailed data on this expanding market.
- The resurgence of interest in asbestos cement. As the smart builders in our feature will demonstrate, you can use this product in new ways.



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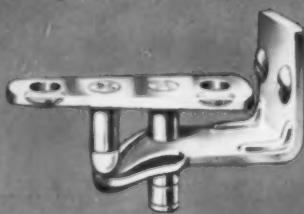
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